



Eugene City Council

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EUGENE CITY COUNCIL AGENDA

July 9, 2018

**5:30 p.m. CITY COUNCIL WORK SESSION and
WORK SESSION OF THE URBAN RENEWAL AGENCY
Harris Hall, 125 East 8th Avenue
Eugene, Oregon 97401**

**Meeting of July 9, 2018;
Her Honor Mayor Lucy Vinis Presiding**

Councilors

Mike Clark, President
Greg Evans
Emily Semple
Jennifer Yeh

Betty Taylor, Vice President
Chris Pryor
Claire Syrett
Alan Zelenka

**5:30 p.m. CITY COUNCIL WORK SESSION and
WORK SESSION OF THE URBAN RENEWAL AGENCY
Harris Hall, 125 East 8th Avenue**

- 1. Committee Reports and Items of Interest**
- 2. URBAN RENEWAL AGENCY WORK SESSION: Proposed Terms for Downtown Riverfront Development**
- 3. WORK SESSION: Initiation of Processes for Downtown Riverfront Land Use Code Amendments and Infrastructure**

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EUGENE URBAN RENEWAL AGENCY

AGENDA ITEM SUMMARY



Work Session: Proposed Terms for Downtown Riverfront Development

Meeting Date: July 9, 2018
Department: Planning and Development
www.eugene-or.gov

Agenda Item Number: 2
Staff Contact: Michael Kinnison
Contact Telephone Number: 541-682-5500

ISSUE STATEMENT

The Agency Board will review comments received from the public and River Guides on proposed terms for redevelopment of the Downtown Riverfront site by Williams/Dame & Associates. The Agency Board has the option of taking action on the proposed terms at the work session. The proposed terms are based on the WDA concept plan presented to the Agency Board on January 31, 2018. Proposed project information is in Attachment A. The proposed terms are in Attachment B along with a map that identifies the land to be sold or leased to WDA and the land to be retained by the Agency for public purposes.

BACKGROUND

The Agency Board's discussion of Downtown Riverfront redevelopment is part of a decades-long community planning and visioning effort to connect downtown to the river. (See Attachment C for a summary of Downtown Riverfront related plans and goals and Attachment D for council discussions and actions.) The Agency purchased about 17 acres of largely vacant Downtown Riverfront property from EWEB in April.

On January 31, 2018, the Agency Board received a presentation from WDA on the redevelopment concept plan, which proposes a 125-room hotel, approximately 285 units of market rate housing (owner-occupied townhomes and apartments), an affordable housing project for low-income persons (75-100 units), over 14,000 square feet of commercial (including at least one restaurant), open space, and a public plaza. The one-acre public plaza is proposed as a seamless extension of the three-acre Downtown Riverfront Park property, and the park and plaza will be managed as part of the City's park system. Additional open space under the Coburg Road viaduct is proposed to remain in private ownership and developed as a publicly accessible recreation area.

On May 29, the Agency Board received an initial presentation on the proposed terms of an agreement with WDA that would set the stage for the future redevelopment of the site. On June 25, the Agency Board held a public hearing: 16 people provided testimony.

Public Process

In partnership with WDA, the City hosted several events and attended multiple speaking engagements to inform community members on the current proposal for the redevelopment.

- Approximately 100 contacts at June First Friday Art Walk booth
- Two River Guides meetings (see below for more information on the advisory committee)
- Met with the Sustainability Commission Riverfront Committee on April 10
- Presentation to members of the Downtown Neighborhood Association steering committee
- Presentation at Young Professionals Summit attended by over 500 people
- Presentation to Chamber of Commerce stakeholders
- A June 20 Open House attended by over 200 people
- Public hearing on June 25
- Information via displays in the Atrium Building, Library and online at www.eugene-or.gov/Riverfront

The Downtown Riverfront Park design process is currently underway and includes the Public Plaza for a total of a 4.1-acres of park space. Park planners heard from over 1,800 people in the kickoff meeting and associated survey. Another public meeting is scheduled for July 19.

The following is a summary of themes in comments received through July 2 and included in Attachment E:

- General excitement to see development moving forward after years of inactivity
- Support for the park and its connection to the river, the connectivity of 5th Avenue to the river, improvements to the bike path, and being able to access, view, and preserve the natural elements of the river
- A desire for more retail, restaurants, and destinations and less housing
- A desire for more housing, especially affordable housing
- Concerns about management of open spaces, specifically use of those spaces for camping and other undesirable activity
- Conflicting suggestions about quantity of parking proposed (some want more, some want less) and traffic flow (slow traffic on adjacent streets and ensure traffic flows easily and quickly)
- A desire for high quality of development that is uniquely Eugene
- A desire for the redevelopment to include green features

Summary of Terms

The following are key elements of the terms with WDA. The proposed terms are in Attachment B. (A couple of small clarifying edits were made to the proposed term sheet the Agency Board previously saw; those edits are shown in redline in Attachment B - 1.) An FAQ provides more detailed information on the concept plan and terms in Attachment F:

- WDA purchases approximately eight acres of raw, unimproved land at \$7.95 per square foot or \$2.7 million.
- WDA ground leases for fair market value or purchases at \$7.95 per square foot two parcels designated for commercial use.
- Agency retains parcel for later sale to develop an affordable housing project.
- WDA responsible for 50 percent of infrastructure costs.

- WDA pays for, constructs and operates viaduct open space.
- City constructs and operates one-acre park plaza in conjunction with three-acre Riverfront Park.

Total costs for WDA are estimated to be \$113 million. This includes cost of the land they will purchase (\$2.7 million), half of the infrastructure (\$7.725 million), sidewalks (\$1.5 million), viaduct park (\$0.9 million) and \$100 million for constructing townhomes, apartments and a hotel. The City/Agency share of the costs associated with the overall site redevelopment are estimated at \$12.2 million. This includes cost of the land that will be retained (\$3.1 million), half of the infrastructure (\$7.725 million) and sidewalks (\$1.4 million). In addition, City/Agency will be investing in two community assets, Riverfront Park (to-be-determined cost) and Quiet Zone crossings (\$3.7 million).

Should the proposed terms be approved, the Agency Board/City Council will have the opportunity to discuss funding options in the fall and take action on a supplemental budget in December. See Attachment G for breakdown on estimated project costs and additional financial information on availability and use of Riverfront Urban Renewal District funds.

Cost-Benefit Analysis

Staff prepared a cost-benefit analysis to show the impacts of the public investments in the Downtown Riverfront site (see Attachment H). The cost-benefit analysis calculates the fiscal impacts to the City and the Riverfront Urban Renewal District. It also uses the Triple Bottom Line framework to help City Council/Urban Renewal Agency consider market and non-market impacts associated with investment decisions.

The City/Agency share of the costs associated with the overall site redevelopment is estimated at \$12.2 million. The private investment will—in turn—generate new, taxable value. Over 30 years, the new development will generate about \$42 million in property taxes to the Riverfront Urban Renewal District, the City, Lane County, School District 4J, LCC, and Lane ESD combined. Of this amount, the District will collect about \$2.8 million by the time it sunsets in 2024, and the City will collect about \$19.8 million from 2025 to 2049.

If no private development occurs, the property will continue to generate almost no tax revenue.

The non-fiscal impacts of the WDA concept plan have limited negative consequences and many positive elements. The development will establish a new neighborhood with greater connectivity and opportunities for auto-free travel and lifestyle. It will not displace any existing residents and will contribute jobs and housing for a variety of income levels, including affordable housing for low-income households. It creates an inviting, accessible shared park space along the Willamette River, with improved riparian habitat.

Advisory Committee

The River Guides reviewed and discussed the proposed concept plan, terms, and cost-benefit analysis over two meetings. On June 15, the River Guides unanimously approved a motion recommending approval of the proposed WDA concept and terms.

Timeline

If the Agency Board approves the terms, the Agency and WDA will sign a development and disposition agreement and enter into a due diligence period in which a number of City/Agency actions would be necessary before WDA is obligated to purchase the property. Several of these—code amendments, budget authorization, MUPTE approval, and Local Improvement District—would require action by council and provide a number of opportunities for public input.

AGENCY BOARD OPTIONS

1. Approve the terms in Attachment B.
2. Propose modifications to the terms.
3. Schedule another work session and action in July on the proposed terms.

AGENCY DIRECTOR'S RECOMMENDATION

The Agency Director recommends approval of the proposed terms included in Attachment B.

SUGGESTED MOTION

Move to authorize the Agency Director to approve a disposition and development agreement consistent with the terms included in Attachment B.

ATTACHMENTS

- A. Proposed Project Information
- B. Proposed Terms and Parcel Map
 1. Redline: Proposed Terms with Tracked Changes
- C. Downtown Riverfront Plans and Goals Summary
- D. Summary of Council Discussions/Actions on Downtown Riverfront Since 2007
- E. Public Comment received through July 2, 2018
- F. FAQ
- G. Financial Information
- H. Cost Benefit Analysis

FOR MORE INFORMATION

Contact: Michael Kinnison, Community Development Director
Telephone: 541-682-5500
Staff E-Mail: michael.j.kinnison@ci.eugene.or.us

Proposed Project Information

Williams/Dame & Associates (WDA) is a Portland-based real estate development firm with an organic approach to urban transformation, collaborating with public and private partners to create unique neighborhoods that blend quality housing, vibrant street life, and new business opportunities. WDA led the redevelopment of the Pearl and South Waterfront Districts in Portland, Oregon, as well as the “South” neighborhood in Downtown Los Angeles. WDA has a work portfolio that contains destination resorts, hotels, and landmark urban developments all of which emphasize the importance of neighborhoods and a sense of community. SERA Architects have experience in Eugene designing the Tate Condominiums located at 14th Avenue and Olive Street and the Erb Memorial Union Building renovation and addition on the University of Oregon campus.

Proposed Concept



\$100+ million proposed development

HOUSING



215 Apartments

70 Townhomes

HOTEL



125 Rooms

COMMERCIAL



14,000 Square Feet

VIADUCT OPEN SPACE

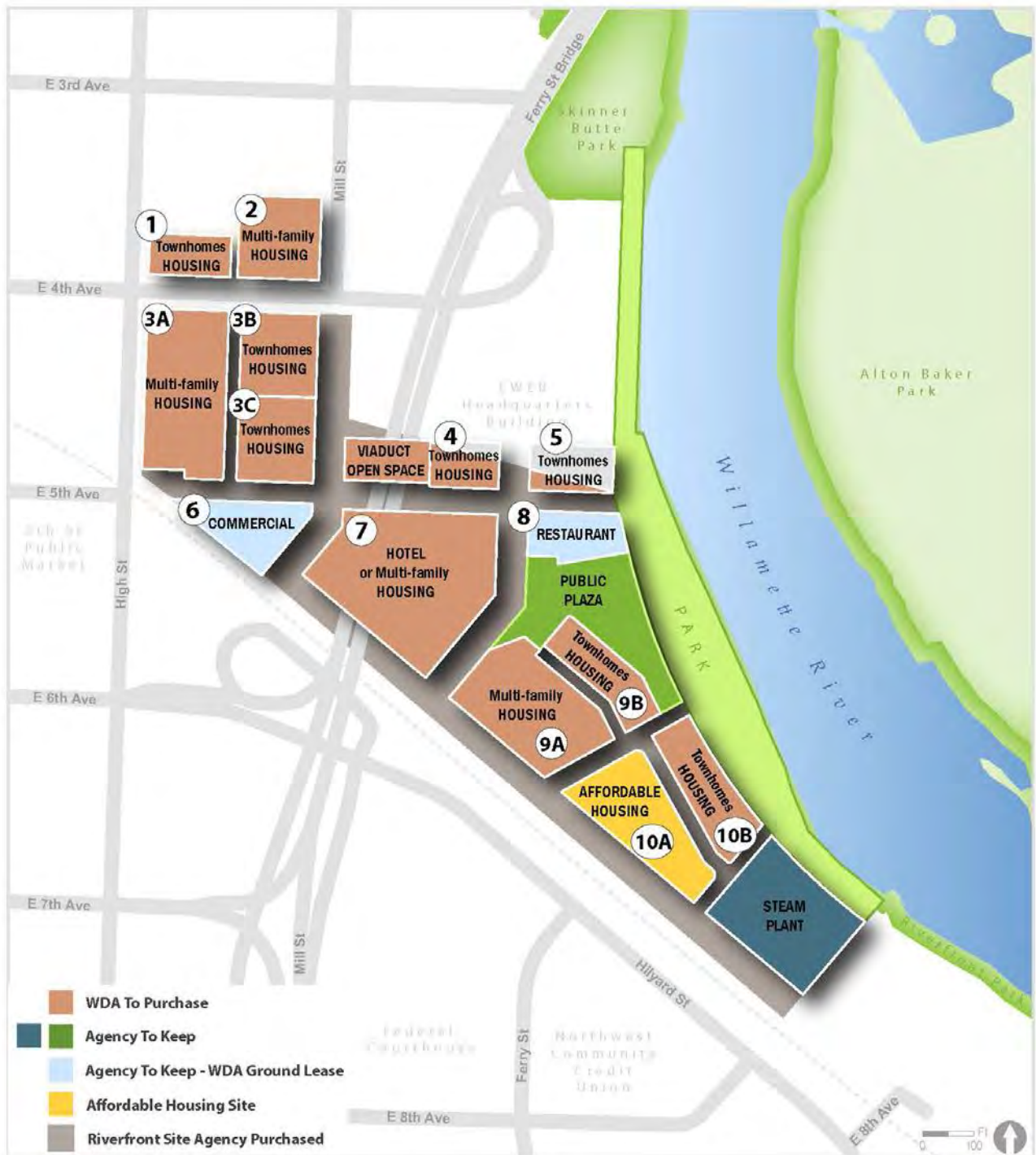


Proposed Project Timeline



Proposed Terms & Parcel Map

- Purchase Price: WDA purchases unimproved, raw land generally identified as lots 1, 2, 3a, 3b, 3c, 4, 5, 7, 9a, 9b, 10b and viaduct parcel on the map on the next page. WDA pays same price Agency paid EWEB: \$7.95 per square foot. Total purchase price approximately \$2.7 million, of which less than \$750,000 may be paid over time.
- Ground Lease or Purchase Price: WDA either (a) ground leases lots 6 and 8 for fair market value or (b) purchases at \$7.95 per square foot plus the amount of any assessments for the infrastructure.
- Affordable Housing: Agency sells lot 10a to a provider of affordable housing or to WDA with a requirement that the purchaser build an affordable housing project with at least 75 units of affordable housing.
- Environmental: Property sold or leased “as is.”
- Infrastructure: City constructs infrastructure (except for permanent sidewalks built as part of vertical development). City’s cost for infrastructure will be paid using a local improvement district, with 50% of those costs assessed against properties to be purchased by WDA.
- Sidewalks: Owners of each parcel construct adjacent permanent sidewalks as part of vertical development. Agency directly or indirectly covers the difference in cost of providing standard city sidewalks and the upgraded sidewalks called for in the Master Plan and Special Area Plan.
- Existing SDC Credits: SDC credits that exist from the property (from existing and demolished buildings) split between WDA and Agency based on the percentages of developable acreage each will own.
- Viaduct Open Space: WDA pays for, constructs and manages viaduct open space.
- Public Plaza: City constructs and manages the publicly owned, 1-acre park plaza (in addition to 3-acre riverfront park).
- Design, Uses & Schedule: WDA develops its parcels in accordance with the design criteria, uses and schedule to be included in the disposition and development agreement.
- Repurchase Right: Agency has right to repurchase WDA parcels if WDA fails to start construction on any of those parcels within mutually agreeable periods of time.
- Conditions of Closing: WDA and Agency have a certain period of time after the disposition and development agreement is signed to conduct due diligence. WDA’s obligation to purchase contingent on such actions as City approving subdivision and lot line adjustments; updated infrastructure costs; land use code amendments (to allow concept plan shared with Agency Board in January to be constructed); MUPTE for multi-family housing; and necessary appropriations for City and Agency to fulfill obligations. Agency’s obligation to move forward contingent on such actions as updated infrastructure costs and approval by the Agency and City Council of necessary budget appropriations.



Caution: This map is based on imprecise source data, subject to change, and for general reference only.

City of Eugene Planning and Development
May 24, 2018



Proposed Terms & Parcel Map

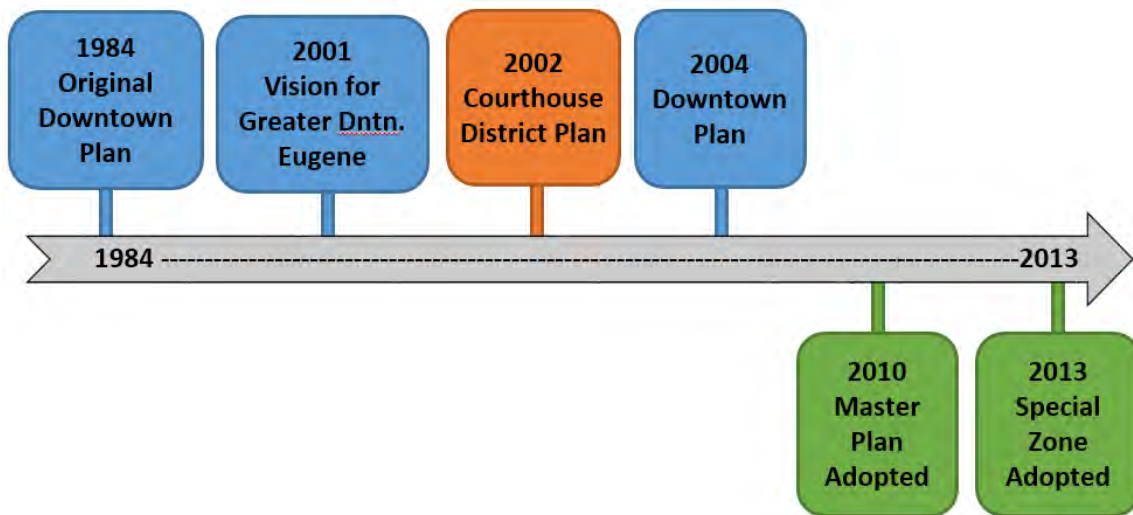
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- Sidewalks: Owners of each parcel construct adjacent permanent sidewalks as part of vertical development. Agency directly or indirectly covers responsible for the difference in cost of providing standard city sidewalks and the upgraded sidewalks called for in the Master Plan and Special Area Plan.
- Existing SDC Credits: SDC credits that exist from the property (from existing and demolished buildings) split between WDA and Agency based on the percentages of developable acreage each will own.
- Viaduct Open Space: WDA pays for, constructs and manages viaduct open space.
- Public Plaza: City constructs and manages the publicly owned, 1-acre park plaza (in addition to 3-acre riverfront park).
- Design, Uses & Schedule: WDA develops its parcels in accordance with the design criteria, uses and schedule to be included in the disposition and development agreement.
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- Conditions of Closing: WDA and Agency have a certain period of time after the disposition and development agreement is signed to conduct due diligence. WDA's obligation to purchase contingent on such actions as City approving subdivision and lot line adjustments; updated infrastructure costs; land use code amendments (to allow concept plan shared with Agency Board in January to be constructed); MUPTE for multi-family housing; and necessary appropriations for City and Agency to fulfill obligations. Agency's obligation to move forward contingent on such actions as updated infrastructure costs and approval by the Agency and City Council of necessary budget appropriations.

Downtown Riverfront Plans & Goals Summary

1984 – 2004

Members of the community were very involved in the creation of and updates to the Downtown Plan. Commitment to a healthy downtown and connection to the river both continue to be very strong. The original 1984 Plan focused on “connecting Downtown to the river.” The 2001 Vision for Greater Downtown Eugene created emphasis around Downtown as “a vibrant city on the river.” The 2002 Courthouse District Plan created the district along 8th Avenue which serves to reconnect downtown to the river. The 2004 Downtown Plan Update created the “Great Streets” and “Special Places” goals, which both emphasize the connection to the downtown riverfront property.

The community involvement was extensive and multifaceted for the 2004 Plan update, ranging from City initiated events such as design workshops for the Downtown Vision and Courthouse District Concept Plan, to citizen initiated discussions, such as the City Club series on downtown planning. Community members were involved in both long term vision discussions and specific design decisions. Numerous organizations and agencies partnered with the City in the development and review of the updated Downtown Plan such as EWEB, University of Oregon, Lane Transit District and the Oregon Department of Transportation.



2010 – 2013

The EWEB Riverfront Master Plan was adopted by the EWEB Board in 2010, a key step in reconnecting downtown to the Willamette River. The EWEB Riverfront Master Plan implemented authentic and extensive public involvement techniques to develop a vision that would resonate with Eugene. This required sustained investment, time, and project management to incorporate public engagement techniques throughout the duration of the

design process. The intent was to create a master plan designed in partnership with the community. The goal of the Master Plan was to create the community's vision for park land, plazas, green streets, historic assets, housing, and commercial uses along the river.

The Master Plan public engagement efforts sought to achieve high-quality public input into the design process and decision-making equation, and an environment of stable community support for the project. The tools used for this process were local expert & advocate interviews, issue-specific focus groups, a design charrette, four public events, speaking engagements, event outreach, site tours, specific outreach to accessibility, communities of color, youth, the project website, and media.

In 2013, the Downtown Riverfront Special Area Zone was adopted by City Council. This Special Area Zone uses land use regulations to achieve the community vision outlined in the Master Plan. In November 2013, the EWEB Board of Directors declared as surplus approximately 17 acres.

This property is our Downtown Riverfront; its redevelopment needs to positively impact the entire community. This signature redevelopment has the unparalleled potential to achieve the following objectives:

- Create a new downtown neighborhood;
- Provide an inviting place along the river for the entire community;
- Enhance connectivity along the riverfront path system;
- Strengthen the economic identity of the region with key connections to the downtown innovation district, the Knight Campus, and the regional River Districts concept; and
- Become a signature destination and focal point in 2021 and beyond.

**City Council/Agency Board History
Downtown Riverfront Related**

1. EWEB Master Planning Process

CC – February 12, 2007

Council and EWEB Board joint work session to discuss the planning process around the Downtown Riverfront section of the Downtown Plan. A possible process was presented.

CC – May 5, 2013

Council work session on an overview of the EWEB Riverfront Master Plan process. (The Master Plan was completed in April 2010 and approved by the EWEB Board in June 2010.)

CC – June 12, 2013

Council work session on land use applications to implement the Master Plan.

CC PH – June 17, 2013

A public hearing was held to consider adoption of a concurrent set of land use applications proposed to implement the Master Plan.

CC – July 8, 2013

Council work session on an ordinance with the proposed land use application package (City Files MA 12-1, RA 12-1, CA 12-4, Z 12-6 and WG 12-4) to implement the Master Plan. Specifically, Zone Change (Z 12-6): rezoned the site from public land and industrial zoning to the new (SDR) Downtown Riverfront Special Area Zone.

MOTION AND VOTE: Councilor Poling, seconded by Councilor Pryor, moved to adopt Council Bill 5095, an ordinance concerning the EWEB Downtown Riverfront Property.

PASSED 6:2, councilors Brown and Taylor opposed.

CC – September 11, 2013

Council work session on the Riverfront Urban Renewal District including prospective cost-benefit analysis on redeveloping the EWEB property.

CC – October 20, 2014

Council work session on an update on the project. The University of Oregon Foundation was selected by EWEB to proceed as the developer. (Williams/Dame & Associates (WDA) also submitted an RFQ response.)

CC – March 11, 2015

Council work session on an update on the Project. Council focused on objectives of the redevelopment and next steps.

AB – May 13, 2015

Agency Board work session update on projects related to redevelopment of EWEB's property and Riverfront Urban Renewal District investments. The Agency Board received a Triple Bottom Line analysis that broadly looked at the impact of the City-related projects.

MOTION AND VOTE: Councilor Evans, seconded by Councilor Zelenka, moved to include the use of \$140,000 of RURD funds for the design of the relocation of the 8th Avenue crossing in the June supplemental budget.

PASSED 7:1, Councilor Taylor opposed.

MOTION AND VOTE: Councilor Evans, seconded by Councilor Zelenka, moved to include the use of \$100,000 of RURD funds for design of the Quiet Zone in the June supplemental budget.

PASSED 7:1, Councilor Taylor opposed.

MOTION AND VOTE: Councilor Evans, seconded by Councilor Taylor, moved to approve the River Loans program guidelines.

PASSED 7:1, Councilor Taylor opposed.

May 19, 2015 - UO Foundation withdrew their interest in the property.

2. Property Purchase and Redevelopment

AB – January 13, 2016

Agency Board work session on the Agency acting as EWEB's agent.

MOTION AND VOTE (friendly included): Councilor Evans, seconded by Councilor Zelenka, moved to authorize the Agency Director to execute an agreement with EWEB related to the negotiation, disposition, and redevelopment of the EWEB Riverfront property consistent with the outline of terms included in Attachment A. Add new section 13 that provides for a refund of a pro rata portion of the guaranteed payment in the event that a decision is made after Year 5 that property will be reframed by EWEB due to an environmental contamination concern.

PASSED 6:2, councilors Brown and Taylor opposed.

AB – July 27, 2016

The Agency Board work session and action authorizing the Agency Director to enter into an agreement with EWEB to purchase the downtown riverfront property.

MOTION AND VOTE: Councilor Zelenka, seconded by Councilor Taylor, moved to amend the Agency Director authority to enter into agreement with EWEB about the Riverfront property by: (a) authorizing the purchase of property, but only if EWEB holds the agency and city harmless for any legal claim based on environmental contamination existing as of the date title transfers to the agency, and (b) the possible elimination of the environmental mitigation fund and the remnant parcel provision provided there is sufficient reduction in price.

PASSED 6:1, Councilor Brown opposed.

April 12, 2017

The Agency and EWEB signed a Purchase and Sale Agreement for the Downtown Riverfront property.

December 12, 2017 – The River Guides reviewed a proposed boundary expansion to include three parcels north of 4th Avenue in the Riverfront Urban Renewal District.

The River Guides unanimously recommended that that Agency Board expand the District boundary to include the parcels north of 4th Avenue to allow the use of urban renewal funds to purchase the Downtown Riverfront property.

AB – February 12, 2018

Agency Board work session and action to approve the boundary expansion to include three properties north of 4th Avenue in the Riverfront Urban Renewal District in order to make it possible to use urban renewal funds to purchase this property from EWEB.

MOTION AND VOTE: Councilor Clark, seconded by Councilor Taylor, moved to adopt the Resolution in Attachment C to this AIS to amend the Riverfront Urban Renewal Plan to expand the boundary by 1.1 acres.

PASSED 6-1, Councilor Taylor opposed.

April 17, 2018 – The Agency purchased approximately 17 acres from EWEB (the redevelopment site).

3. Williams/Dame & Associates (WDA)

June 16, 2017 - An exclusive negotiating agreement (ENA) was signed between the Agency and WDA for the Downtown Riverfront (excluding the Steam Plant).

CC – December 14, 2017

Council work session update on the Downtown Riverfront.

CC – January 31, 2018

Council work session update #2 on the Downtown Riverfront redevelopment. Representatives from WDA presented the proposed concept.

AB – May 29, 2018

Agency Board work session on the proposed terms to redevelop the Downtown Riverfront site with WDA.

June 5 and 15, 2018 – The River Guides reviewed the draft proposed terms to redevelop the Downtown Riverfront site with WDA and the cost-benefit analysis.

The River Guides unanimously recommended that the proposed concept and terms be approved.

AB – June 25, 2018

Agency Board public hearing on the proposed terms with WDA. Sixteen people spoke on behalf of the project.

4. Railroad Quiet Zone

CC – May 10, 2017

Council work session on the railroad quiet zone and safety improvement project.

MOTION AND VOTE: Councilor Clark, seconded by Councilor Taylor, moved to accept the safety measures for each of the 10 rail crossings from 8th/Hilyard to Van Buren, with the addition of the Pearl Street pedestrian crossings, as recommended by the Railroad Quiet Zone Citizen Panel and outlined in the Railroad Quiet Zone and Safety Improvement Project Report. [Note: if the City Council approves this motion, then the City Manager will schedule a work session for the Agency Board to review a proposed minor amendment to the Riverfront Urban Renewal District boundary and approve the process for appointing a Riverfront Urban Renewal District advisory committee.]

PASSED 5:0.

AB – July 19, 2017

Agency Board work session on the potential Riverfront Urban Renewal District boundary expansion that would be needed to use Riverfront Urban Renewal dollars to incorporate the High Street and Pearl Street crossings into the Urban Renewal District. The Agency Board discussed the role an advisory group would have in the Riverfront Urban Renewal District as the Downtown Riverfront redevelopment proceeds.

December 12, 2017 – The River Guides reviewed a proposed boundary expansion to include the High Street and Pearl Street railroad crossings in the Riverfront Urban Renewal District and use urban renewal dollars to fund the infrastructure improvements.

The River Guides unanimously recommended that the Agency Board expand the District boundary for the two railroad crossings at Pearl and High streets and use urban renewal money for the quiet zone crossing improvements. The River Guides also encouraged council to act promptly on funding the other seven crossings in order to meet Eugene's stated plans and goals.

AB – February 26, 2018

Agency Board action to approve the boundary expansion to include the Pearl and High Street crossings in the Riverfront Urban Renewal District and the use of urban renewal dollars for improvements at three crossings (\$3.7M).

MOTION AND VOTE: Councilor Clark, seconded by Councilor Taylor, moved to adopt the Resolution in Attachment D to this AIS to amend the Riverfront Urban Renewal Plan to expand the boundary by 0.76 acres.

PASSED 6:2, Councilors Semple and Taylor opposed.

MOTION AND VOTE: Councilor Clark, seconded by Councilor Taylor, moved to include the use of \$3,700,000 of Riverfront Urban Renewal funds for the quiet zone improvements within District boundary.

PASSED 7:1, Councilor Taylor opposed.

5. Steam Plant

AB – March 14, 2018

Agency Board work session and direction to staff to develop a Request for Qualifications (RFQ) process and criteria to solicit community investors, developers, and visionaries to redevelop the Steam Plant.

MOTION AND VOTE: Councilor Clark, seconded by Councilor Pryor, moved to direct the Agency Director to work with the River Guides and others to prepare a draft RFP for the disposal of the steam plant and to schedule a work session with the Agency Board to discuss the draft RFP's criteria and process.

PASSED 5:0.

April 17, 2018 – The River Guides reviewed and provided input on the proposed RFQ/RFP process and criteria. The River Guides recommendations were incorporated in materials presented to Council

AB – April 23, 2018

Council work session and action on the proposed process and criteria to proceed with the RFQ/RFP process for the Steam Plant.

MOTION AND VOTE: Councilor Clark, seconded by Councilor Taylor, moved to approve the use of an RFQ/RFP process for disposition of the Steam Plant using criteria that are consistent with Attachment C.

VOTE: Passed 8:0.

May 3, 2018 - RFQ released.

June 11, 2018 – RFQ solicitation period closes. Four responses were submitted.

Public Comment Received Through July 2, 2018

Public comment on the Downtown Riverfront proposed concept and terms with Williams/Dame & Associates was received through multiple channels. The following is a summary of themes heard from the June First Friday Art Walk, the Downtown Riverfront Open House, the online comment form, emails, letters, and the park survey. Most of the comments received were split into the following categories- what do you like about the proposed development, what should there be more or less of, and what else should the City consider for this redevelopment. This brief overview will provide a summary outlined in the same three categories.

An overwhelming theme occurred in the 'what do you like' responses. The comments showed that the majority of people are excited that something is happening with the land after years of sitting vacant. In terms of the redevelopment itself, there was a lot of positive energy around the park and its connection to the river. Improvements to the bike path received a lot of commentary, and there was positive feedback around the extension of 5th Avenue to the river. While people are equally excited to have access to and views of the river, there were comments showing concern for making sure the natural elements of the river are preserved.

The 'what should there be more or less of' responses showed some division between opinions. Comments showed that there is a desire for more retail, restaurants, and destinations and less housing in the Downtown Riverfront redevelopment. Comments also showed that there is a desire for more housing, especially affordable housing. Additionally, there was positive feedback around more area dedicated to park, public, and play space, more natural areas and viewing spots alongside the river, and less development. There were comments that focused on incorporating learning areas into the park and public space. Additional points of division include the proposed bicycle/pedestrian bridge and the use of MUPTE on the site.

The community provided a large variety of comments to the 'what else should the City consider' question. The comments can be grouped into a few key areas- maintenance, access, additions, bike/pedestrian and traffic, and responsible development. The most regularly highlighted was the desire to make this space welcoming for all income levels, family types, ages, and ethnicities. There was concern over the concentration of higher-value housing adjacent to a public space and if that space will be accessible and comfortable for everyone. Another key comment area was the maintenance of the park and plaza to manage the use of the space. There is community concern over illegal camping and unwelcomed loitering as seen in downtown Eugene. Two additional uses were suggested in this section- play areas for kids (playground, splash park, science/learning opportunities) and dog friendly areas/a dog park. These were recommended as a complementary use to the existing proposed development, not as a replacement use. Comments were received on bicycle pedestrian integration, traffic, and parking, with the most gravitating towards access for elderly visitors and safety. There was a desire to separate the bicycle and pedestrian traffic in order to make the path friendlier to all users. Conflicting suggestions were made to increase the quantity of parking closer to the park and provide remote

parking to minimize the quantity on site. Additional conflicting traffic recommendations were to examine and slow traffic flows as more pedestrians and cars will access the site, and assure that cars can continue to flow easily and quickly on streets surrounding the redevelopment. Finally, comments showed understanding for the timeline in preparation of the 2021 IAAF World Championship, however many statements were made to continue the redevelopment process responsibly yet quickly, to do this well the first time, and to make thoughtful decisions.

The public provided examples of comparable riverfront developments that are seen to be successful. Those cities, in order of frequency of recommendations, were Bend, San Antonio (the Riverwalk), New York City (the Highline), Reno, Corvallis, Boise, and Chattanooga.

Riverfront Open House Comments - June 20, 2018

What do you like about the proposed redevelopment plan?

- A place to play. – Age 8
- To be done by 2021
- Mixed use buildings and public open space. Continuity to 5th.
- I am not thrilled. I find it spectacularly uncreative and short sighted. All housing, limited public access. Two thumbs down.
- Access to the river area for all.
- Opening to the river, bike/ pedestrian access, affordable housing.
- Brings activity to the natural resource- The River!
- High density housing in the downtown area. Riverfront park and plaza
- Keeping/ repurposing the steam plant, some affordable housing, Hotel- should have a convention center! All the housing north of 5th Ave.
- Connecting via 5th Ave, Awareness & concern about building height and public façade.
- It has a plaza and a park
- Like the idea of extending 5th Ave
- Integration of affordable housing
- It is now finally closer to a reality. City council needs to move it forward
- Love the curved bridge. Cross river connection at this location is excellent.
- Looks like the affluent will enjoy the plan. The rest of us- not so much.
- Having a great riverfront urban walkable neighborhood to complement our great riverfront parkland.
- Living on the river
- Exciting- natural area park & event plaza. Low income housing. Access to downtown-connecting
- The use of the riverfront
- I love the mixed space of places to shop, live, play, and travel
- Park , mixed housing, replanting native plants, affordable housing
- It adds value to the property in architecture and parks

Riverfront Open House Comments - June 20, 2018

What do you like about the proposed redevelopment plan?

- About time
- It seems well thought out
- Plaza, housing, commercial
- Let's do this project over a 20 year time period
- Cleaning up an "eyesore". Improving upon "Eugene Slum Environment"
- Taking an eyesore and making it user friendly to walk, bike, and enjoy
- It's closeness to the river
- Generally looks good.
- River can become center stage- will bring life energy to all that has been hidden.
- Sounds like a dream come true!
- Plans to connect downtown to river@ 5th and 8th. Affordable housing- so necessary. Like the plan for the additional bike/walk bridge- creates a nice loop w/ DeFazio bridge
- It will be good to put the land to better use.
- City projected revenue. Beautification of the eyesore. Low income housing
- Doing something with wasted space. The beauty. Use for human needs and interaction
- Housing, a flat bike path.
- Mixed-use, increased access to river, natural type park, architecture
- Mix of commercial, open space & housing
- Exciting re focus back to the river, mixture of uses, opportunity for many to get close to the river, be active
- The people can live, shop, and dine on the river. Open spaces- parks
- Restaurants with free cookies – child
- I'd prefer not to see Eugene city government shilling for a private developer.
- Better than nothing, assuming there is some park/open space
- Housing downtown, public spaces
- A few urban places

Riverfront Open House Comments - June 20, 2018

What do you like about the proposed redevelopment plan?

- Opening the riverfront
- Increased access to river. Connection/proximity to 5th St Market area.
- Green park, keeping Steam Plant, low income housing
- The park plan sounds wonderful
- The park and plaza. Mix of residential and commercial
- Wider park strip with multi use path. Keep steam plant
- Access to river, benches to view the river, bridge looks interesting
- The park
- Location!!!! Keep high standards to protect environment (air, land, water) Public input, don't rush focus on sustainable future.
- The river, greenspaces, riparian zones being maintained. Need to keep wetland open space, adventure play area, pollinator knoll, and urban agriculture from original plan.

Riverfront Open House Comments - June 20, 2018

What would you like to see more or less of in the plan

- I would like to see more space for kids to play and a water powered Ferris wheel – Age 8
- Waterfront should give max access directly to water (few trees... we have plenty of them)
- Steam plant should be mixed use, not residential only.
- The plan needs more retail/restaurant/coffee shop space to make this a vibrant area the 8 month of the year we have rain.
- Limit public car access to frontage road. Make lighting specifically direct away from river.
- Less housing, more retail shops and eateries.
- This looks like a design by white people for white people. How are people of color part of the planning, design, and outcome?
- Less development enrichment on the Willamette Greenway, it's the best part of Eugene. Sorry to see it being sold off.
- More destination restaurants, cafes to give people more of a reason to come there and something to do while there. More affordable units though I realize it's probably not very feasible.
- More commercial and community space
- More off street parking & food shopping
- Leave all the trees along the river. Don't create more open space
- Urban edge/ overlook right to the river's edge. Commercial mixed use around the plaza- commercial, retail, etc. on the ground floor surrounding the plaza, with housing above. Extend the plaza to the river's edge.
- I would like to see more effort and research regarding gentrification; how this space will be accessible (both interpersonally and financially) for people of color in our community. Will this be another white space in our city? How will it be accessible for non- English speakers? I want to know more about how this project will be accessible for low income people.
- Wider park. Little will be left after path construction. Keep view of Skinner and Spencer Buttes from Plaza.
- More plants and birds. Less modern arts in the park.

Riverfront Open House Comments - June 20, 2018

What would you like to see more or less of in the plan

- Would like to see more open space/ park. More restaurants. Wonder about parking around the plaza- will there be parking available?
- More space for park strip, focus on sustainability. Proposed park is like a wide backyard. Less paved plaza. More differentiation in heights and volumes of buildings
- More retail for casual enjoyment
- More public space. More park like area. Place for art galleries and small shops.
- Less housing!!! More retail/restaurants!! Give people a reason to visit the Riverfront. As it currently appears it will be a really nice neighborhood park for residents of the townhomes and condos.
- Would love to see "Restaurant Row" come back- a variety of informal restaurants, perhaps with a common seating area. (I love Ashland's row of restaurants along the creek) I hope the role of cars will be minimized.
- More upscale development. BLOW up the Ugly Steam plant!!
- Please include space to breathe. I like the idea of some dense development to allow for open space.
- More open inviting public space
- I'd like the townhomes to be one level
- I do have a preference towards European brickwork buildings as opposed to modern glass and steel
- Green idea, integrated a public garden space for residents, planting native fruit bearing plants, green building (solar, green roofs, water runoff, energy efficient)
- Less residential, more retail, in a solution to the parking issue. I would like to be drawn to this area, not just to walk through as I can do now on the bike path. Needs restaurants and retail.
- More affordable housing, more space for wine shop or food vendor. Energy efficiency, plenty of trees.
- River education, river access, kiosk on location where water safety is promoted, river raft access.
- More restaurant and commercial along riverfront for walkers and bikers to stop and enjoy. Keep the townhouses private
- It's going to be expensive, the city needs to do a better job identifying costs, and I'd like to hear more definitive amounts.

Riverfront Open House Comments - June 20, 2018

What would you like to see more or less of in the plan

- Do it well!! Do it right!! Plan for upkeep, keep it safe. Not something that will deteriorate in 20 years. Plan and finance effective maintenance
- Think creatively! Do not think small, if you do it properly it will be a wonderful addition to the city.
- The park should be bigger. Maybe a pedestrian bridge for easy access to Alton Baker Park
- Half of the multi-family housing should be condos. We need a downtown with buy-in from our citizens
- Gift and retail shop
- More river viewing spots, more natural features, in the man-made construction, more art features
- Lots of river view on city side. Small area for river play on Alton Baker Park side
- Less housing, more open space- fountains, gardens, and water play areas.
- Steam plant- needs to have some community and educational purpose- not just business space. Make sure townhouses & multi-family units are also financially accessible- that units don't become sucked up by the wealthy
- Seems more like a housing development, not public use area. Very little space to enjoy riverfront
- More space dedicated for park open space. Make use of the sky space, build taller buildings
- The hotel is a big plus! Multiple access to the river is a must
- Remove power transmission tower, more grading down of levee, 1st floor retail space in buildings
- More green space through housing parcels- not housing blocks facing the riverfront- that looks like private front yards for the wealthy residents
- Less housing unless commercial activities are increased
- Be sure to include historic resources/ history of area through art and displays of millrace, mill, elevator bldg., skinner butte.
- Bike paths/ walking paths
- More greenspace, less cement. Pavers/ bricks w/plants growing through is better. Housing at prices the average city or university worker can afford.

Riverfront Open House Comments - June 20, 2018

What would you like to see more or less of in the plan

- Lights along the bike paths, tables and benches along river. Boat on the river, docks along the way.
- More playgrounds- child
- More urban and grass areas
- The bridge is disappointing. It is a toy for the amusement of the wealthy, barely ¼ mile for the DeFazio
- More affordable housing, more open public space along river
- More commercial/ live-work
- Increase density. Consider a structure under viaduct.
- More trees, benches shaded by trees in public plaza area.
- More playgrounds, water play parks, river access
- Useful retail and services for new residents. Downtown and university areas are expensive, need more affordable options for groceries etc.
- More attractions for those from other areas like shops, restaurants, art gallery, music venue, etc.
- Play areas for kids w/ cool designs, picnic areas
- Less housing, more public spaces
- Wide bike path to accommodate the extra people and bikes
- The bridge to WABP should be removed from the drawing- no funding or permits- DeFazio Bridge is only ¼ mile away.
- More green space. Add back pollinator knoll, urban gardens, open millrace, and adventure play area from original plan
- More green space
- Minimum amount of onsite renewable energy generation. Water saving devices throughout the project. Increase floor elevation beyond code requirement for 100 yr flood plain. Increase green space from current plan of 3 acres to original 5.5 acres.
- Incorporate a clean energy district, use geothermal heating and cooling, stipulate minimum residential density within project, stipulate requirements for electrical vehicle infrastructure, stipulate seismic standards within project, design HVAC systems to filter heavy smoke from summer wildfires.

Riverfront Open House Comments - June 20, 2018

What else would you like the Council to know or consider regarding the proposal?

- I want a kitten house! – 1st grader
- Please consider the future of the mill race and potential impacts and possibilities for the extended neighborhood.
- Take the health of the river into high regard & we don't need another bridge. Focus on Ferry connection.
- I'm hearing there is 1 restaurant proposed. They don't want to compete with 5th St, retail space not along the river. The idea was to give river access to all. We should stretch eating, art galleries, etc. all along the river, not cram it in a single corner of the development.
- Pedestrian path and a bike path. Parking is important, making it accessible for all.
- Please reach out to organizations like the NAACP to hear their insight, concerns, values, ideas, and desires. We need their voices as well as other groups (latino, immigrant, low income) involved in this process. If they aren't coming to you, re-evaluate how you are actively involving them in the process.
- Key to separate vehicle & pedestrian access
- Value of the MUPTE
- Put many benches & some picnic tables in public plaza & a children's playground. Most benches & tables should be shaded by trees. Pavement should be absolute minimum necessary.
- We have miles of awesome parks on the river- Alton baker, Maury Jacobs, the park by the Campbell Center- what we don't have is an urban connection with the river. It's worth taking more time & money to get this right.
- Gentrification, racism being reproduced in city planning, low income accessibility.
- Band & Dance Gazebo, stage. A revolving observation tower. A ferry crossing over to Alton Baker Park- Judy Morse 541-344-6302
- Lease, rather than sell, this irreplaceable public resource.
- Opportunities to visit here during construction to see how it's going.
- Would like to have access to the river for putting in canoe, etc. on this side of the river. Not sure how livable this area is- to walk to shops- grocery.
- If they cannot decide on city hall. This project could be a second best, why not EWEB for location?
- Maybe more area to walk on a summer's eve.

Riverfront Open House Comments - June 20, 2018

What else would you like the Council to know or consider regarding the proposal?

- I hope this remains a place that feels welcoming to ordinary people from the community, even though most of the housing will probably be very expensive.
- Please: attractive architecture, I'll pay more tax to avoid big box design.
- Public housing and veterans transitional housing
- I really dig the bridge! Although it's a concept, the idea seems well thought out, I appreciate it.
- Have children's area, have dog area for residents to bathroom dogs- away from public use/family area.
- Make viaduct open space some type of sports court or dog park – not parking!
- The few high cost condos on the river will not compete with 5th St or Oakway. We are a growing city in need of places to gather. Restaurants on the river would be a great addition also coffee shops, sandwich deli, wine bar, and brewery.
- No UGLY!! (capstone)
- Consider the children- what would they want?
- Like to have a public vote, before taxpayers pay the final project, most likely that won't happen.
- Keep it high quality and people/bike friendly.
- Do not make it Eugene weird! Make us proud!
- Someone should visit the river walk in San Antonio, Texas and incorporate as much of its positive features.
- Could use small commercial in steam plant
- That the area be a safe secure zone- free of criminal activity. Presence of police- security and monitoring of behavior that interfere with enjoyment.
- Please plant lots of shade trees
- Include areas for kid interaction- fountain to play in. include area for community gathering in central park such as concerts & public exercise opportunities
- Don't make it like downtown with building block after block- cold and ugly
- Recreation center for kids and adults. More low income housing
- It's excellent the city is doing this

Riverfront Open House Comments - June 20, 2018

What else would you like the Council to know or consider regarding the proposal?

- The city has a dismal reputation with large projects (city hall & capstone). Follow through & oversight. What systems are in place to avoid bad outcomes? I am against MUPTE giveaways- we must stop giving away our tax base to outside developers. Good Luck!
- Eugene has made bad design decisions- apartments by Knickerbocker Bridge & Olive monolith, both would be better with commercial underneath. Height of buildings? Will affordable housing units have view of green space? Do we really need all this housing? Commercial wouldn't be viable because of lack of car access. How about putting in parking & better driving access? Hope the hotel actually happens.
- Consider the traffic implications
- Steam building > OMSI Find the support – Oregon Lottery?, Bill Gates?
- Just have the council get something done for a change
- Don't make it too slick or "Portlandia" keep historic Eugene feel
- More playgrounds for kids
- No benefit for the river, should be more public access.
- There's a deficit of 13,500 affordable housing units. If you don't help us, then don't expect us to like this!
- Public space will be dead unless it is faced by active users (commercial), Hilyard traffic must be calmed. Separate bike/ped paths
- Take this opportunity to long term plan for parking. That this is a good use of MUPTE and urban renewal.
- Favor long term leases over property sales
- Great place for City Hall. Do what's best for the city and taxpayers.
- Concern about health effects/safety of keeping the electrical tower where it is. Buffer of sound/noise from the busy road/highway.
- Too late to make EWEB City Hall????
- Would like to see staircases down to river. Reno, NV has a lovely river walk with lots of people access.
- Doesn't sound like there will be any affordable housing for middle income seniors in single level, affordable...

Riverfront Open House Comments - June 20, 2018

What else would you like the Council to know or consider regarding the proposal?

- No new bridge, respect the river
- The green/park area was to be 5 acres- where is the other acre of parkland on this project?
- Look carefully at the costs and benefits to ensure public dollars are well spent
- Have affordable housing dispersed in the townhomes
- Keep EWEB building public, don't tear it down.
- Hire local people. Require entire project to operate without fossil fuels. Limit the use of concrete using low GHG or CLT's. Buildings should accommodate parking underground. Solar panels on roofs
- Maintain maximum building setbacks from river. Stipulate local contractors perform work/use local union workers, require utilities to be included in rental fees, stipulate buildings provide underground/ on-site parking for vehicles and bikes, limit use of concrete & use low GHG concrete or CLT's, don't rush, do it right, require high standards, require water saving features, use green or solar panels, consider flood plain, accessibility for bike/ped from university.

First Friday Art Walk- Public Engagement for Proposed Concept and Terms

June 1, 2018

The following are comments received in response to the proposed terms and concept:

- Public art
- It is really neat
- Food carts along the path
- Native plants for pollinators
- Pedestrian lighting with no uplighting
- What happened to the pollinator knoll? Native plants for birds
- Native riparian vegetation only and no paths within 100 feet of riverbank; 200 feet would be better
- Please reduce hard surfaces (water should drain through)
- Affordable housing!

From: Zach Mulholland <zacharyfmulholland@gmail.com>
Sent: Monday, February 12, 2018 11:14 PM
To: *Eugene Mayor, City Council, and City Manager <mayorcouncilandcitymanager@ci.eugene.or.us>
Subject: EWEB Riverfront Development Recommendations and meeting request

Hello Mayor and Councilors,

Thank you for the opportunity to speak in front of Council tonight. Below and attached are the documents I referenced in my statements to Council regarding the EWEB riverfront development:

The New plan as presented to Council on Jan 31st, slides 16, 17, and 34.

<https://www.eugene-or.gov/DocumentCenter/View/38283>

The Old plan as contained in the EWEB riverfront master plan, pages 91, 141, 129, 133, 136, and 137 (pages 92, 142, 130, 134, 137, and 138 of the pdf).

<https://www.eugene-or.gov/DocumentCenter/View/28890>

Attached also is a basic set of recommendations.

I would like to request meetings with each of you to go over these materials in more detail. Please let me know when and where would be convenient for you and we can arrange a date and time. Fridays and weekends tend to be best for me.

Thank you for your consideration,

Zach Mulholland
541-419-4041

Recommendations on EWEB Riverfront Development for Eugene City Council

Require as much habitat space as was envisioned in the EWEB Master Plan, approximately 6 acres

One option: Remove the row of buildings closest to the river and turn this into a larger park space. In addition to freeing up more green space for the public, this will allow direct views of the river from the mixed-use commercial that would have otherwise been behind townhouses and allow for a greater number of restaurants to have views of the river than the current proposal.

Additional recommendations

Add mixed use commercial to the bottom floor of the proposed affordable housing building. This could be prime retail property, especially if the row of townhouses along the river was replaced with park so that there would be direct views of the river from the mixed-use development.

Explore possibilities of opening up the Millrace, adding a pollinator knoll, adding space for an urban garden/berry picking area, adding an adventure play area, and adding other green amenities that were included in the EWEB Riverfront Masterplan

Require green roofs on some percentage of the buildings, such as .15 acres as was included in the EWEB Riverfront Master Plan

-----Original Message-----

From: TAYLOR Betty L

Sent: Thursday, March 22, 2018 2:27 PM

To: Arthur Farley <art@cs.uoregon.edu>; *Eugene Mayor, City Council, and City Manager
<mayorcouncilandcitymanager@ci.eugene.or.us>

Subject: RE: EWEB Riverfront Plan and Development

I agree that there should be a public process.

Betty

-----Original Message-----

From: Arthur Farley [mailto:art@cs.uoregon.edu]

Sent: Wednesday, March 21, 2018 4:00 PM

To: *Eugene Mayor, City Council, and City Manager

Subject: EWEB Riverfront Plan and Development

Dear Mayor and Council:

I was surprised to see a recent Council meeting where new developers for the Riverfront property proposed a new plan for the site. While they argue that they maintain core elements of the original plan, there are significant changes proposed.

As you know there was an extensive public process that created the original plan. I served on the citizen's advisory committee for the process. Starting from a broad range of opinions (no-build to big build), the planning process resulted in near-unanimous support for the final product (a rare occurrence in Eugene).

There have been some difficulties with getting the project development moving.

I could understand there may be a need to change certain elements of the plan.

However, I feel there should at least be a public presentation and opportunity for public input on these significant changes before anything moves forward.

This would honor the prior work and give the public the chance to view, and possibly support, the new vision.

Art Farley

1667 Fairmount Blvd

Eugene, OR 97403

From: Mary Arendt <maryarendt47@gmail.com>

Sent: Tuesday, June 05, 2018 6:54 PM

To: *Eugene Mayor, City Council, and City Manager <mayorcouncilandcitymanager@ci.eugene.or.us>

Subject: EWEB Property

Congratulations on moving forward with development of the riverfront property. I urge you to talk to Springfield city councilors, to find out what they did to make the area along Main Street between 1st and 14th so pleasant. It used to be quite dreadful, but is now welcoming and lovely, with restaurants, an arts center, charming stores (including a bike shop where the formerly infamous Jim's Landing used to be), etc. It would be a real shame to let the riverfront area become a duplicate of what has happened to "downtown" Eugene. Please, please find a way to make the former EWEB property an area where families feel welcome, where obscenities are not shouted daily across the streets, and where children and their parents do not have to dodge large groups camped on the corners with disheveled backpacks and dogs.

Thank you,
Mary Arendt

From: no-reply@ci.eugene.or.us <no-reply@ci.eugene.or.us>

Sent: Friday, June 08, 2018 8:44 PM

To: *Eugene Mayor, City Council, and City Manager <mayorcouncilandcitymanager@ci.eugene.or.us>

Subject: Online Form Submittal: Contact your public officials

If you are having problems viewing this HTML email, click to view a [Text version](#).

Contact your public officials

Name*	Bruce E. Manning
Your Email Address*	bruce_manning@comcast.net
Phone (optional)	54152069091
Comments or Questions for your Public Officials	In regards to the water front development. I note from some indicated. A small park, River front view for a few nice condos, etc. Where can hundreds hang out having something to eat and o drink in the shade and view? cf. San Antonio, TX River walk. Never been there but love the many places to walk, stop and rest. Too, we must have public parking costing very little or people are not going to hang out. This is a must.
Upload an attachment	[] Convert to PDF?[] (DOC, DOCX, XLS, XLSX, TXT)

* indicates required fields.

View any uploaded files by [signing in](#) and then proceeding to the link below:

<http://www.eugene-or.gov/Admin/FormHistory.aspx?SID=3338>

The following form was submitted via your website: Contact your public officials

Name: Bruce E. Manning

Your Email Address: bruce_manning@comcast.net

Phone (optional): 54152069091

Comments or Questions

for your Public Officials: In regards to the water front development. I note from some indicated. A small park, River front view for a few nice condos, etc. Where can hundreds hang out having something to eat and o drink in the shade and view? cf. San Antonio, TX River walk. Never been there but love the many places to walk, stop and rest. Too, we must have public parking costing very little or people are not going to hang out. This is a must.

Upload an attachment : No file was uploaded

Additional Information:

Form submitted on: 6/8/2018 8:43:59 PM

Submitted from IP Address: 67.189.45.1

Referrer Page: <https://www.eugene-or.gov/1614/Contact-Us>

Form Address: <http://www.eugene-or.gov/Forms.aspx?FID=116>

From: no-reply@ci.eugene.or.us [mailto:no-reply@ci.eugene.or.us]

Sent: Friday, June 15, 2018 10:04 AM

To: D'SOUZA Amanda M <Amanda.M.D'Souza@ci.eugene.or.us>; SELSER Lindsay R <Lindsay.R.Selser@ci.eugene.or.us>

Subject: Online Form Submittal: Downtown Riverfront Redevelopment - Comments and Input

Downtown Riverfront Redevelopment - Comments and Input

Name	Kevin Shanley
Email	kmschanley@comcast.net
What do you like about the proposed redevelopment plan?	Begins to connect downtown to the Riverfront, and adds downtown housing, which we desperately need to bring downtown alive and to make it feel safe.
What would you like to see more or less of in the plan?	1. More units of housing. Higher density is good; there is very limited land like this and we only get to do it once (in our lifetimes). 2. 5th Street should be a full street all the way to the river, or at least across the RR tracks and into the project. (There are plenty of examples of safe diagonal RR crossings). 3. Make sure the river is VISIBLE from the project, by adjusting the top of bank elevations and thinking carefully about location of shade trees, etc.
What else would you like the Council to know or consider regarding the proposal?	Be clear on one thing: MUPTE is good for a project like this: supporting over \$100m in private investment to provide huge public benefits in bringing the waterfront alive for everyone!.
Interested Parties List	Click here to join our Interested Parties e-mail list.
All comments will be provided to the Mayor and Council.	

Email not displaying correctly? [View it in your browser.](#)

From: no-reply@ci.eugene.or.us [mailto:no-reply@ci.eugene.or.us]
Sent: Monday, June 18, 2018 5:08 PM
To: D'SOUZA Amanda M <Amanda.M.D'Souza@ci.eugene.or.us>; SELSER Lindsay R <Lindsay.R.Selser@ci.eugene.or.us>
Subject: Online Form Submittal: Downtown Riverfront Redevelopment - Comments and Input

Downtown Riverfront Redevelopment - Comments and Input

Name	Jason Iggy Imig
Email	skate2189@gmail.com
What do you like about the proposed redevelopment plan?	<i>Field not completed.</i>
What would you like to see more or less of in the plan?	<i>Field not completed.</i>
What else would you like the Council to know or consider regarding the proposal?	One suggestion I would make is to include what is called a street plaza. Just as Washington Jefferson skatepark is focused more towards transition related skating and bike riding. This are would be for street skating including ledges, stair sets, and curbs.
Interested Parties List	Click here to join our Interested Parties e-mail list.
All comments will be provided to the Mayor and Council.	

Email not displaying correctly? [View it in your browser.](#)

From: Michael DeLuise <deluisem@mac.com>
Sent: Tuesday, June 19, 2018 4:34 PM
To: *Eugene Mayor, City Council, and City Manager <mayorcouncilandcitymanager@ci.eugene.or.us>
Subject: DNA support of EWEB development proposal

Dear Mayor Vinis and City Council members,

Attached is a letter of support sharing the unanimous endorsement of the full membership of the Downtown Neighborhood Association's Steering Committee.

As the letter states our committee spent last Friday afternoon receiving a thorough in-depth explanation of the proposal regarding the development of the former EWEB property. All of our questions were clearly answered as we learned a great deal and had the opportunity to fully appreciate the many benefits of the plan.

Please feel free to contact us at any point if you have questions or if we can be of further support.

The DNA Steering Committee expresses our sincere gratitude once again for your leadership and your ongoing efforts to include our input and advice when moving to do what's best for the Eugene community.

Thank you.

Michael DeLuise
Chair, DNA Steering Committee
deluisem@mac.com

Home address:
251 West Broadway #171
Eugene, OR 97401



deluisem@mac.com

June 19, 2018

Eugene City Council
Eugene, OR 97401

Dear Mayor Vinis and Eugene Council members,

We the Steering Committee of the Eugene Downtown Neighborhood Association (DNA) ask our Mayor and all members of the City Council to join us in endorsing the proposal of Williams/Dame & Associates regarding the development and transaction plans for the former EWEB property.

Our committee was impressed by the professionalism, transparency and positive holistic approach we experienced when we spent an afternoon with James Atlines, Principal Partner of Williams/Dame & Associates. Their sincere respect and adherence to the goals and objectives of the 2010 Master Plan is remarkable, even as they propose refinements and adjustments that add measurably to the viability and success of the project.

In our committee's opinion the project as proposed will be a most important positive step into the City of Eugene's future. By developing the former EWEB property with such a well thought out community minded plan we fill a void that will stand as a strong foundation of smart planning for an ever thriving, healthy, comfortable and prosperous Eugene.

Sincerely yours,

DNA Steering Committee Members

Michael DeLuise

Peter Knox

Sherry Schaefers

Jeff Kernen

Julia Johnson

Corie Reeser

Maxwell Baumann

Mallory Brown

From: no-reply@ci.eugene.or.us [mailto:no-reply@ci.eugene.or.us]

Sent: Tuesday, June 19, 2018 10:14 AM

To: D'SOUZA Amanda M <Amanda.M.D'Souza@ci.eugene.or.us>; SELSER Lindsay R <Lindsay.R.Selser@ci.eugene.or.us>

Subject: Online Form Submittal: Downtown Riverfront Redevelopment - Comments and Input

Downtown Riverfront Redevelopment - Comments and Input

Name	Joella Ewing
Email	joella.ew@gmail.com
What do you like about the proposed redevelopment plan?	Nothing. It looks like the worst nightmare of people who want to preserve the integrity of the riverfront.
What would you like to see more or less of in the plan?	Less development and more open space.
What else would you like the Council to know or consider regarding the proposal?	I hope there will be continual people access to the riverfront, as in front of the Valley River Inn.
Interested Parties List	<i>Field not completed.</i>
All comments will be provided to the Mayor and Council.	

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From: no-reply@ci.eugene.or.us <no-reply@ci.eugene.or.us>

Sent: Tuesday, June 19, 2018 6:28:10 PM

To: D'SOUZA Amanda M; SELSER Lindsay R

Subject: Online Form Submittal: Downtown Riverfront Redevelopment - Comments and Input

Downtown Riverfront Redevelopment - Comments and Input

Name	Kathleen Walters
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Email	dillonschmillon@gmail.com
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What do you like about the proposed redevelopment plan?	I like that is finally happening-after 10 years of riding that section of the bike path and seeing MANY things and dealing with all sorts of levels of cracks, holes and poor pavement, homeless etc. development should be mindful of the cyclists.
---	--

What would you like to see more or less of in the plan?	More consideration to keep the bike path on the river, not pushed back or diverted to accomodate a hotel or a business. I would also like to see one more walkway over the river to Alton Baker Park.
---	---

What else would you like the Council to know or consider regarding the proposal?	<i>Field not completed.</i>
--	-----------------------------

Interested Parties List	Click here to join our Interested Parties e-mail list.
-------------------------	--

All comments will be provided to the Mayor and Council.

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From: no-reply@ci.eugene.or.us [mailto:no-reply@ci.eugene.or.us]

Sent: Wednesday, June 20, 2018 6:49 PM

To: D'SOUZA Amanda M <Amanda.M.D'Souza@ci.eugene.or.us>; SELSER Lindsay R <Lindsay.R.Selser@ci.eugene.or.us>

Subject: Online Form Submittal: Downtown Riverfront Redevelopment - Comments and Input

Downtown Riverfront Redevelopment - Comments and Input

Name	Cory Gant
Email	gantcustomhomes@gmail.com
What do you like about the proposed redevelopment plan?	Connecting downtown to the river is a great idea. However they need to be invited to the space. Retail shops and restaurants should be added to the river front area to draw people in.
What would you like to see more or less of in the plan?	More retail shops and restaurants near the river will draw people to the area. The current plan seems more like a pocket neighborhood for the new apartments, which only benefits those who live there.
What else would you like the Council to know or consider regarding the proposal?	<i>Field not completed.</i>
Interested Parties List	Click here to join our Interested Parties e-mail list.
All comments will be provided to the Mayor and Council.	

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From: no-reply@ci.eugene.or.us [mailto:no-reply@ci.eugene.or.us]
Sent: Friday, June 22, 2018 12:32 PM
To: D'SOUZA Amanda M <Amanda.M.D'Souza@ci.eugene.or.us>; SELSER Lindsay R <Lindsay.R.Selser@ci.eugene.or.us>
Subject: Online Form Submittal: Downtown Riverfront Redevelopment - Comments and Input

Downtown Riverfront Redevelopment - Comments and Input

Name	Rebecca Shepard
Email	rebeccasara@gmail.com
What do you like about the proposed redevelopment plan?	<i>Field not completed.</i>
What would you like to see more or less of in the plan?	River Education or Exhibit to teach people about the river, the ecology and the native flora. Even it is with sign boards. An interpretive play area about the river would be awesome! (My 11 year old daughter attended the tour and wanted to see a river exhibit).
What else would you like the Council to know or consider regarding the proposal?	<i>Field not completed.</i>
Interested Parties List	Click here to join our Interested Parties e-mail list.
All comments will be provided to the Mayor and Council.	

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From: no-reply@ci.eugene.or.us [mailto:no-reply@ci.eugene.or.us]

Sent: Friday, June 22, 2018 2:15 PM

To: D'SOUZA Amanda M <Amanda.M.D'Souza@ci.eugene.or.us>; SELSER Lindsay R <Lindsay.R.Selser@ci.eugene.or.us>

Subject: Online Form Submittal: Downtown Riverfront Redevelopment - Comments and Input

Downtown Riverfront Redevelopment - Comments and Input

Name	Kirsten Haugen
Email	kh@kirstenhaugen.org
What do you like about the proposed redevelopment plan?	Bringing activity to a long-neglected part of town, improving the riverfront park, public open space, restaurant(s).
What would you like to see more or less of in the plan?	No build-and-run disasters like 13th & Olive, with bad design and worse construction. Minimize ground level housing where pedestrians can look straight into one's living space, again, aka 13th & Olive. More bike & pedestrian access, via overpasses over the railroad. This new area could serve to connect downtown with the UO campus and the emerging commerical area around the Rowel Brokaw bank building (Sam Bond's, Barnlight, etc), but as it is now, that connection is completely cut off. Unless you plan it in (as you've done with the potential river crossing), provisionally even, you've decidedly planned it out. Please insure a natural approach to play spaces in the park that encourage a variety of ways of being outdoors, not just gross motor play. Avoid astro turf
What else would you like the Council to know or consider regarding the proposal?	Thank you for your efforts to move this forward.
Interested Parties List	Click here to join our Interested Parties e-mail list.
All comments will be provided to the Mayor and Council.	

From: no-reply@ci.eugene.or.us [mailto:no-reply@ci.eugene.or.us]

Sent: Friday, June 22, 2018 7:55 PM

To: D'SOUZA Amanda M <Amanda.M.D'Souza@ci.eugene.or.us>; SELSER Lindsay R <Lindsay.R.Selser@ci.eugene.or.us>

Subject: Online Form Submittal: Downtown Riverfront Redevelopment - Comments and Input

Downtown Riverfront Redevelopment - Comments and Input

Name	Rebecca Wright
Email	wright.rebecca@gmail.com
What do you like about the proposed redevelopment plan?	It brings the best part of our city to the public to enjoy together...more shops and restaurants and less townhomes.
What would you like to see more or less of in the plan?	More trees and benches....less concrete.
What else would you like the Council to know or consider regarding the proposal?	An area for musicians to perform with benches to sit and listen. An area for small tables and benches for picnics. An area with swings to enjoy the view of the river. A wider bike path to allow for riders and walkers separately. More small restaurants and a pub.
Interested Parties List	Click here to join our Interested Parties e-mail list.
All comments will be provided to the Mayor and Council.	

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From: no-reply@ci.eugene.or.us [mailto:no-reply@ci.eugene.or.us]

Sent: Saturday, June 23, 2018 6:39 PM

To: D'SOUZA Amanda M <Amanda.M.D'Souza@ci.eugene.or.us>; SELSER Lindsay R <Lindsay.R.Selser@ci.eugene.or.us>

Subject: Online Form Submittal: Downtown Riverfront Redevelopment - Comments and Input

Downtown Riverfront Redevelopment - Comments and Input

Name	Lucy Lynch
Email	Llynch@civil-tongue.ney
What do you like about the proposed redevelopment plan?	Public access to the river front
What would you like to see more or less of in the plan?	More transparency on the cost to the City of Eugene and tax payers. Clear outline of all subsidies for streets, infrastructure, quiet zone, tax abatement, shared infrastructure such as green space, limits on public access, details on caves to the river and river views throughout the project. Details on the proposed bridge included earthquake related issues and full access for all
What else would you like the Council to know or consider regarding the proposal?	Please do a full cost analysis on this and the Obie project and I sure that those who will benefit most have the most capital at risk. Eugene tax payers should not be underwriting profitability with full cost returns. As an example, hiw will job creation effect the tX burden over time - if this is not a full return why would this be a benefit!
Interested Parties List	Click here to join our Interested Parties e-mail list.
All comments will be provided to the Mayor and Council.	

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From: no-reply@ci.eugene.or.us [mailto:no-reply@ci.eugene.or.us]

Sent: Saturday, June 23, 2018 11:34 PM

To: D'SOUZA Amanda M <Amanda.M.D'Souza@ci.eugene.or.us>; SELSER Lindsay R <Lindsay.R.Selser@ci.eugene.or.us>

Subject: Online Form Submittal: Downtown Riverfront Redevelopment - Comments and Input

Downtown Riverfront Redevelopment - Comments and Input

Name	Eugene Resident
Email	eugeneresident@yahoo.com
What do you like about the proposed redevelopment plan?	PLEASE PLEASE please consult with city planners in Bend. Their riverfront (and downtown space) is incredible. Makes Eugene look like the poor cousin.
What would you like to see more or less of in the plan?	As noted above, let's clean the city up! Eugene is charming, but parts of it are quite junky. The whole Riverfront area on Franklin, where the new hotels are being built, can host wonderful restaurants and shops. Let's make it nice!
What else would you like the Council to know or consider regarding the proposal?	<i>Field not completed.</i>
Interested Parties List	<i>Field not completed.</i>
All comments will be provided to the Mayor and Council.	

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From: Cody Martin <CMartin@myoccu.org>

Sent: Monday, June 25, 2018 10:30 AM

To: *Eugene Mayor, City Council, and City Manager <mayorcouncilandcitymanager@ci.eugene.or.us>

Subject: Riverfront Redevelopment

Good morning

I wanted to take a moment and express my support of the considered redevelopment of the riverfront redevelopment project. I look forward to the continued advancement of Eugene as a growing City and the economic benefits this project will hopefully bring us!

I am unable to attend the hearing tonight and in the middle of an exceptionally busy time of the year in my field but I hope that this brief message finds you and that you consider the future in moving forward!

Thank you,



Cody Martin

Mortgage Loan Officer

CMartin@myoccu.org

NMLS# 816482

Office: 541.681.6224

Fax: 541.681.6834

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From: John and Peggy Doty <johndoty1@comcast.net>

Sent: Monday, June 25, 2018 9:27 AM

To: *Eugene Mayor, City Council, and City Manager <mayorcouncilandcitymanager@ci.eugene.or.us>

Subject: EWEB Riverfront Redevelopment

Good Morning Mayor Vinis and Council,

I am writing to encourage you to move forward in a timely manner with the EWEB Riverfront Redevelopment.

I understand that Eugene values community engagement and the accompanying process to make decisions, whether it is to hire a new police chief, to evaluate the nature of a Construction Excise Tax, or develop our city and neighborhoods for housing, transportation and commerce.

City Council, city staff, and many community members have spent many hours over many years seeking input, evaluating alternatives and preparing for opportunities such as the Riverfront Redevelopment. The plans we development reflect compromise among differing values and visions. And, when development opportunities arise our best intended plans may need to be slightly amended by our elected representatives who (by our vote) we entrust to make these decisions.

The Riverfront Redevelopment will require decisions relating including housing, transportation, commerce, recreation and many other important elements of a vibrant community. You have the community guidance and authority in place to move this redevelopment forward in a timely manner that fits with Eugene's values and the economic reality that "time is money". Undue delays due to excessive process will cost time and money and may result in Willams Dame & Associates (or any other developer) to pursue other opportunities leaving us with a vision but no execution.

...Can we envision all or a portion of the Riverfront Redevelopment being complete for the 20/21 Games when the world will be watching and many will be here enjoying our community? I hope so.

Please move forward responsibly and expeditiously on this great opportunity.

And, THANKS for your commitment to our community.

John Doty
Ward 8

From: SHARON KEYSER <sharon.keyser@comcast.net>

Sent: Monday, June 25, 2018 11:45 AM

To: *Eugene Mayor, City Council, and City Manager <mayorcouncilandcitymanager@ci.eugene.or.us>

Cc: sharon.keyser@comcast.net

Subject: Riverfront Development/Public Open House June 20, 2018

Please see attachment for our comments pertaining to the Riverfront Open House.

Sincerely,

Kent and Shari Keyser

June 25, 2018

Dear Mayor Lucy Vinis, Jon Ruiz and Eugene City Council,

Thank you for the opportunities provided Eugene Citizen's to learn more about the potential "riverfront neighborhood and community destination".

My husband and I have been interested in a riverfront development and was excited to see the Rowell Brokaw Architects vision published in the, A Publication of the City of Eugene Parks And Open Space Division, Summer 2017. At that time, I did not have the understanding that housing was included in the plan. Under the Williams/Dame & Associates it appears to be the primary plan.

At the June 20th Open House held at EWEB, it became clear to me that the intention is *high-density housing near the Ferry Street Bridge on ramp*. I am not sure that term fits as I do not know the number of families intended in the *11-12 housing units* (7 Townhome housing, 1 Affordable housing unit, 3 Multi-family housing units, plus a hotel or another Multi-family housing unit), but it certainly appears to be the case from my present perspective.

At the Open House, I asked about parking to accommodate both the residents of the housing units and the remaining Eugene citizens/visitors. I was told most of the units would have attached parking for the residents on the first floor or sub flooring, plus *200 parking spots on the city streets*. I am sure it is not lost on most of us, those same streets are a short walk from 5th Street Market, undergoing its own development plans to include another high rise hotel. *With downtown also connected to the project, parking and traffic will become very competitive and congested throughout the entire region (Oakway Plaza, Autzen Stadium included).*

My next question was addressing bike storage safety. Would there be a bicycle cage to secure bikes for those wanting to access the public plaza, businesses or restaurant? I was informed that the developers were not "obligated" to provide those for the public in general, but for the residents. I certainly understand this from the perspective of the developers. My heart sinks when I come to the understanding that this is primarily for residents. Those situated on the west side of the line. *The public plaza and restaurant located on the west side of the line may not be large enough to accommodate the numbers beyond the residents. Therefore, the public plaza maybe not be a "community destination due to lack of access, accomodation and space."*

Our concern is, will the east side of the line be enough space for a growing Eugene, or will we have sold off our prime opportunity for the "vibrant urban action and fun along our beloved Willamette river."

My hope was that the vacant EWEB building would be part of the plan to expand the space available to city residents outside this housing project. I was informed essentially that EWEB was hanging on to the building and would put it up for sale at a more desirable opportunity for EWEB. *My next question is, how can a growing city have a future master plan for expansion of a "community destination," when we don't have the resources available (land sold off for housing). Will this become a high-end park for a relatively few people who have ready access and extreme congestion for other Ferry Street Bridge residents?*

Sincerely,
Kent and Shari Keyser
Ferry Street Bridge Resident

Memorandum

Date: May 16, 2018
To: Eugene City Council
From: Eugene Sustainability Commission
Subject: Recommendations for City Council for EWEB Riverfront Property

The redevelopment of the EWEB Riverfront site has the opportunity to create an important new piece to the fabric of our community, blending access to our river and riverfront park system with quick access to downtown. As the project moves forward, the City should be careful to ensure the project is built in line with community values, including maximizing green space and other environmental considerations, and that there is a quality process that takes community voices into account.

Process Recommendations

The Sustainability Commission recommends the following in terms of process to ensure the best possible outcomes for the EWEB Riverfront development, including community support and buy-in for the final development.

Recommendations for City Council

- Hold a Work Session to discuss if proposed changes to the project align with community values and to evaluate if additional requirements should be included in the final agreement to ensure community interests are well served.

Recommendation for Staff

- Hold at least one Town Hall Style event to educate the public on the latest proposal and provide a chance for public comment prior to an agreement being finalized. These comments should help inform the final agreement and should be shared with City Council as part of their Work Session deliberations.

Recommended Requirements to Include in Final Agreement

It is important that as the development of the EWEB Riverfront site moves forward, minimum requirements for green space and other environmental considerations are included in the final agreement. The City should seek to:

- Maintain the quantity and quality of green open space as was envisioned in the original EWEB Riverfront Master Plan. This should include approximately 5.5 acres of Green Space on the site and this green space shouldn't be reduced in size or quality as the larger project is divided into smaller projects. One potential option is to hold additional land in City hands for green open space.
- Include additional provisions to ensure high standards for the facilities being built. These could include, but are not limited to, the following list:
 - Green roof or solar roofs requirements
 - Energy Efficiency requirements
 - EV-Ready requirements

- The Committee has also heard Citizen concern related to the following potential issues that can hopefully be resolved through a quality public process
 - Maximizing the setbacks of buildings from the River
 - Consistency of the project with the 100-year floodplain
 - Opportunities for bike and pedestrian access for people coming from the University
 - Requiring minimum amounts of mixed use development and other desired uses within the site

Conclusion

The Sustainability Commission requests that City Council immediately move to hold a Work Session on the EWEB Riverfront proposal to ensure it aligns with community values and direct staff to begin a public process to help inform the City on what additional provisions to include in the final proposal.



Triple Bottom Line Analysis

Environmental Health

It is important that as this project moves forward the green space that was planned is retained for its environmental and health benefits. Adding requirements for green roofs, energy efficient buildings, and other green amenities could make this space one of the most environmentally conscious in Eugene. The City should ensure the project minimizes runoff and should take other environmental concerns into consideration as it drafts a final contract with developer. The City should ask for the highest standards in eco-friendly design for the project and the buildings within it.

Economic Prosperity

In developing this property, it should be ensured that economic prosperity, the primary driver of the project, is properly balanced with environmental and social equity concerns.

Social Equity

It is extremely important that as this project move forward it be seen as a place for all Eugene residents to enjoy. Ensuring the space is accessible to the public and retaining adequate green space will help facilitate this. Plans to include some affordable housing within the property should be maintained.

Factsheet

The EWEB Riverfront Project is guided by the EWEB Riverfront Master Plan approved by the EWEB Board in 2010 (<https://www.eugene-or.gov/DocumentCenter/View/28890>). The City of Eugene has bought the property from EWEB and is preparing to sell it to developer Williams and Dame. As such, it is an appropriate time for the City to determine what, if any, additional requirements should be placed on the developer of the site to ensure the project meets the standards the public would expect.

The developer's latest proposal can be found here:

<https://www.eugene-or.gov/DocumentCenter/View/38283>

Additional background information about the Riverfront project and the developer's proposal can be found on the City's website here:

<https://www.eugene-or.gov/3506/Downtown-Riverfront>

Planned Process

In response to our request for information on what planned public involvement there is for this project prior to it moving forward, it was stated that all of the changes in the developer's proposal are allowed under City code except for the moving of open space from one part of the property to another, which would require a public process and Council vote, and that changes to the plan that don't require a public process won't include one.

Additional Information from Staff

On moving the open space pictured as open-Millrace in the EWEB Riverfront Master Plan to where the plaza is pictured in the new proposal, it was asked what the allowed uses are in the open space at its current location. Staff response is below.

"The question is: What are the current allowed uses in the green space pictured as an open Millrace space in the EWEB Riverfront Master Plan?

The simple answer is that all Parks and Open Space Uses and Utilities and Communications Uses are allowed.

Here's a more nuanced answer.

The Downtown Riverfront code requires that all of the park area go through a Design Review process (Planning Director decision) prior to construction to verify that the design is consistent with the policies in the Special Area Plan. The different areas of the park have been identified for different conditions in the code (Riparian Enhancement, Plaza, Mill Pond Swale, etc.), but the code allows this to be changed during this Design Review process. The Planning Director will use two guides – Policies and Uses – for making the decision, regardless of whether the concept matches specific condition called out in the diagrams.

Open Space Policies (Downtown Riverfront Specific Area Plan, p. 16)

- Public and private open space areas shall be designed to emphasize connectivity, permeability, diversity, and sustainability.
- Design of public open space areas shall ensure safety and compatibility among adjacent uses and facilities, and comply with City design and development standards and specifications.

- Promote the development of a Cultural Landscape that consists of public green space, interpretive sites, public art, vistas, and historic structures that teach about the history of Eugene's Downtown Riverfront.
- Use the riverfront landscape to teach about our community's history, in a variety of ways and at a variety of scales.
- Envision and manage habitat areas as small samples of habitat whose primary purpose is to foster education and demonstrate the potential for ecological enhancement in urban environments, and recognize that, due to their relatively small size and human use impacts, these areas cannot achieve the level of ecological function that is possible in larger, undisturbed habitat areas in non-urban settings.

Uses (Eugene Code 9.3145)

(7) Parks and Open Space Uses. Permitted in S-DR/MU, S-DR/MU/1, and S-DR/MU/2. Permitted in S-DR/CL subject to EC 9.3190 S-DR Downtown Riverfront Special Area Zone Design Review. This category of uses refers to natural areas; large areas consisting mostly of vegetative landscaping; outdoor recreation features or facilities; community gardens; public squares, plazas, or boardwalks used for public recreational activities; and areas having scenic, biological, or ecological significance identified for preservation or enhancement. Examples include, but are not limited to:

- (a) Parks, public squares, plazas, boardwalks, fountains, arboretums, trails, multi-use paths, gardens, and natural areas;
- (b) Park furnishings (including play equipment, picnic tables, benches, bicycle racks, and interpretive signage);
- (c) Park structures (including kiosks, gazebos, pavilions, picnic shelters, pergola, arbors, and restrooms);
- (d) Green infrastructure (including infiltration planters, rain gardens, flow-through planters, vegetated swales, vegetated filter strips, and water quality ponds, basins, and wetlands).

(8) Utilities and Communications Uses. Permitted in S-DR/CL and S-DR/MU. This category of uses refers to infrastructure services that include, but are not limited to:

- (a) Water, gas, sanitary sewer, storm sewer, electric, telephone, and cable service infrastructure;
- (b) Pumping stations, underground transmission facilities, and substations;
- (c) District heating and cooling systems (including geothermal wells);
- (d) Related physical facilities that do not include buildings regularly occupied by employees, parking areas, or vehicle, equipment, or material storage areas.

From: Gary Wildish

Sent: Monday, June 25, 2018 3:00 PM

To: Mayor & City Council (mayorandcc@ci.eugene.or.us) <mayorandcc@ci.eugene.or.us>

Subject: EWEB River Front Development

Good afternoon all. I am Gary Wildish and unfortunately I will not be able to testify this evening at the Public Hearing. I support the proposal of Williams and Dame for the redevelopment of the EWEB property. I was a member of the Citizens Adviser Team (CAT) for the EWEB Master Plan. I am excited that we are close to realization of the redevelopment of the EWEB River Front. I have had a number of opportunities to meet with the folks from Williams and Dame and have had detailed discussions on what they have planned. There are a few changes, but I do not feel they affect the CAT's intent for the EWEB Master Plan. The EWEB River Front will soon become the place that we all hoped for and Eugene Citizens will be very proud. I hope you will support the proposed Plan. Thank you for your time and consideration. Gary Wildish, CAT Member

From: Josh Wallace <josh@churchillestates.net>

Sent: Monday, June 25, 2018 5:43 PM

To: *Eugene Mayor, City Council, and City Manager <mayorcouncilandcitymanager@ci.eugene.or.us>

Subject: Support for Riverfront Redevelopment

To Whom It May Concern:

I am writing in support of the Riverfront Redevelopment. I have lived in Eugene for almost 7 years now, with this being my 7th summer here. My favorite place to be is Mcmenamins, not just because it is a good spot to hang out, but because where it is located. I love being down by the water and it has always been a thought on my mind that Eugene needs more places that are close to the water. This redevelopment would enrich the downtown-riverside area. I am looking forward to shopping, dining and most importantly being down by the river.

Thanks,

Josh Wallace
Assistant Executive Director
Churchill Estates Retirement Community
541.485.8320 (O) 509.954.0355 (C)
1919 Bailey Hill Rd Eugene, OR 97405
www.churchillestates.net
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From: no-reply@ci.eugene.or.us [mailto:no-reply@ci.eugene.or.us]
Sent: Wednesday, June 27, 2018 11:34 AM
To: D'SOUZA Amanda M <Amanda.M.D'Souza@ci.eugene.or.us>; SELSER Lindsay R <Lindsay.R.Selser@ci.eugene.or.us>
Subject: Online Form Submittal: Downtown Riverfront Redevelopment - Comments and Input

Downtown Riverfront Redevelopment - Comments and Input

Name	Eric Dil
Email	info@ericdil.com
What do you like about the proposed redevelopment plan?	<i>Field not completed.</i>
What would you like to see more or less of in the plan?	The very nice old building next to the freeway and near to the EWEB complex needs to be intergrated in the plan in stead of being demolished! This building will add to the character of the new neighborhood. There is no need to continu 5th exactly in a direct line with the existing street. So that can't be the reason to demolish a building like that. The park zone is not wide enough to be experienced as a park. The building mass should be concentrated in viewer and higher buildings. Skip the row of low buildings on the river side then there is no need to have an other street etc throught the neighborhood. Keep the line of sight on the Steam Plant free. So don't place buildings till the river front line of the building. Keep space of a modern addition to the Steam Plant. A modern addition to the Steam Plan is likely necessary for the reuse of this very nice industrial building. Make this neighborhood an example of sustainable new urbanism. So all the buildings should zero energy. So use solar energy opportunities. Reuse of grey water, etc. Collect rainwater on the site. Give the river the opportunity to fload in a side stream and/ or ponds in the new park. Design the neighborhood in away that stimulates to acces the neighborhood by walking and biking in stead of car. Create an underground parking in stead of parking on the street level. No

no cars on the streets in this neighborhood. Use native plants in the new park and along the streets. Use international expertise for the reuse of the Steam Plant.

What else would you like the Council to know or consider regarding the proposal? See above.

Interested Parties List Click here to join our Interested Parties e-mail list.

All comments will be provided to the Mayor and Council.

Email not displaying correctly? [View it in your browser.](#)

From: no-reply@ci.eugene.or.us [mailto:no-reply@ci.eugene.or.us]
Sent: Wednesday, June 27, 2018 1:46 PM
To: D'SOUZA Amanda M <Amanda.M.D'Souza@ci.eugene.or.us>; SELSER Lindsay R <Lindsay.R.Selser@ci.eugene.or.us>
Subject: Online Form Submittal: Downtown Riverfront Redevelopment - Comments and Input

Downtown Riverfront Redevelopment - Comments and Input

Name	Daniel Wilson
Email	daniel.gregory.wilson@gmail.com
What do you like about the proposed redevelopment plan?	Good integration with and expansion of active transportation routes.
What would you like to see more or less of in the plan?	I would like to see how this development will integrate into the LTD network. There should be direct public transit access from the riverfront to minimize the impact of the Franklin/Broadway corridor, which blocks easy walking and cycling access to the river.
What else would you like the Council to know or consider regarding the proposal?	<i>Field not completed.</i>
Interested Parties List	Click here to join our Interested Parties e-mail list.
All comments will be provided to the Mayor and Council.	

Email not displaying correctly? [View it in your browser.](#)

From: no-reply@ci.eugene.or.us [mailto:no-reply@ci.eugene.or.us]
Sent: Friday, June 29, 2018 8:40 PM
To: D'SOUZA Amanda M <Amanda.M.D'Souza@ci.eugene.or.us>; SELSER Lindsay R <Lindsay.R.Selser@ci.eugene.or.us>
Subject: Online Form Submittal: Downtown Riverfront Redevelopment - Comments and Input

Downtown Riverfront Redevelopment - Comments and Input

Name	Arthur A Mehas
Email	Olympiclandscape@comcast.net
What do you like about the proposed redevelopment plan?	The open and public spaces
What would you like to see more or less of in the plan?	Less to no housing ,why provide Delux park and open space for the luckie who make it into specialty housing ,instead of farmers market grounds or a carousel i.e. A destination space for the whole city we now have no such space why not think out of the box folks
What else would you like the Council to know or consider regarding the proposal?	Stretch your wings sore think big This kind of space will not come again
Interested Parties List	<i>Field not completed.</i>
All comments will be provided to the Mayor and Council.	

Email not displaying correctly? [View it in your browser.](#)

**QUESTION #16- RIVERFRONT PARK SURVEY- Do you have any more design ideas that you would like to share?
(June 14, 2018)**

Shops and restaurants

Thank you so much for the work you're doing. Any combination of engaging art, good business, fresh events and UPKEEP/consistent cultivation will make a tremendous positive change to our city. Incorporate EUGfun to throw events over there!

Steam plant should be a like the RAW-Gelände in Berlin. Its proximity to the UofO would work very well with this design.

Like San Antonio's River walk, mix of restaurants, brew pubs, this could be an amazing place for locals and tourist
Do not make the steam plant a brewery.

I think a blend of cutting edge, urban feel with the raw, natural aspects of the environment would provide a pleasant space for most to identify with in our fair city.

This area needs to be developed as a destination for visitors and residents. There are only two restaurants along the river. The location directly across from this area is already open space and park land, a great visual for restaurants and housing (apartments and condo type) to overlook.

I'd really like to see access to food, drinks.

Convert the old steam plant to restaurants and shops

- need a designated, permit-based vendor and/or food cart area
- need designated bike racks or lock-up areas
- what is the lighting plan, and what types of lighting?

Dog friendly things please! A doggie swimming area would be fun, with waste disposal stations, and water fountains for humans and dogs.

It would be excellent to use the Steam Plant as a permanent arts-focused exhibit/community space as well as a window to Eugene's industrial past.

Look at how Chattanooga has dealt with its riverfront (you probably already have) combining an urban edge, a signature fountain and the aquarium.

Have stores and shops. Give people a reason to visit.

There needs to be a visual connection between current downtown areas and the river. Corridors that invite people to the river.

Plenty of lighting or art/lighting mix for our numerous dark days and evening hours as well as personal and criminal safety. Areas for food carts or permanent restaurants, winery and craft beer outlets, viewing decks all along the river, access to developed river beaches, wildlife education stations and observation points. Well-maintained drinking fountains and trash receptacles. Strict homeless and loitering laws. Complete and enforced separation of walking paths and biking lanes. No motorized vehicles and reasonable "low urban speeds" for bikes.

Would be nice to have more dining options and shopping near the river.

A splash park like Johnson Square in Portland. It has a walk to climb in the water. Think Pearl District for Eugene

I like what Bend has done with their downtown, and their Old Mill district/river sport access/amphitheater areas :) yay!

The entire riverfront should be lined with restaurants. Biggest complaint from tourist. Not enough riverfront restaurants.

Fun restaurants, shops, etc.

Industrial meets modern style

Exposed if she'd woods, bricks, etc.

Easy parking and ability to purchase food/coffee to enjoy on location in quality seating with river access/views.

I'd like restaurants there with lots of outdoor seating to enjoy being outside. A boardwalk area, essentially.

We have a park on the other side of the river. It would be great if this could be a more urban version of that.

There are so few places in Eugene to enjoy the river, sit have coffee, meet friends, eat dinner.

Feature the ability for adjacent buildings to activate the space rather than trying to activate it with park infrastructure. Provide the neutral ground for all events to take place.

Minimize concrete, maximize nature while keeping it small business friendly. Think Lithia Park Ashland Oregon meets San Antonio River walk just busy enough to create a travel corridor between U of O and downtown areas. Keep the kid/family stuff mostly on the Alton Baker Park side of the river and draw more UO student money toward downtown with an area inviting to shops, cafes, waterfront activities. This area has the potential to be "ground zero" for students and visitors embarking upon Eugene adventures on foot or bicycle or boat.

I would like shops in the peripheral area. A place to get a beer or coffee and see the river front.

I would love to see some small local boutique restaurants and tea houses!

Retail space for shops and restaurants.

"where the city meets the river"....

The name above says a lot - I think this should be a truly urban park that joins a new (yet undeveloped) and important portion of urban fabric with a beautiful natural feature. I think there's plenty of room for different experiences within it, but it should support intense human/urban activity with a nice view of the river at hand.

Eugene has TONS of park space, especially middling-quality roughly-naturalized park settings with off-the-shelf playground products. My family and I love 'em. But I'm not at all worried about it needing more of the same.

What Eugene genuinely, glaringly, (painfully) lacks is a single great urban park. Please, please make us one!

Jamison Square in Portland is a fun, creative example of a great public space, incorporating natural elements that can be interpreted for a range of use (especially kid play) and space for intense activity. It's my family's favorite and a great reference point. Portland's Director Park and Tanner Springs Park offer very different types of amenities, but are both beautiful park examples and display the range and quality of elements and spaces that Eugene's new park should shoot to include.

Please make a beautiful urban park, with timeless materials and rich civic space that represents what Eugene aspires to be as an urban place!

Thanks so much for your efforts.

I'd like there to be nearby food places (trucks?) so one could either buy or bring their lunch over to the river and sit in a very natural setting and enjoy the river.

Cafes with outdoor seating and small shops

Areas for food 'trucks', for buskars, public entertainers.
Restaurants
Is it possible to consider eating experiences to be incorporated - maybe food carts?
Make the park dog friendly. It would be great to have a dog park with river access. Also would love a cafe along the park with riverside seating.
Would like to see something similar to San Antonio river walk - more urban, highly walkable, with bike path separated to prevent bike/pedestrian collisions. Eugene already has lots of natural parks.
An area for food carts would be awesome!
Keep the history keep the building
Include ongoing presence of local museums
I think having a coffee shop or snack shop would draw people to the park and allow for more experience while at the park.
Having a nice riverfront resteraunt would be a cool add to this!
Restaurants along the river.
I think it would be nice to have a brewery with river views, maybe rooftop seating as well
I would enjoy benches and some cafes or restaurants. People love their dogs in this town but I'm not comfortable with dogs I don't know. Maybe make a small dog park on one end of the park and make it a rule to leash dogs in the rest of the park. I would like places to lock your bike.
would love to see a mix between the Riverwalk in San Antonio with all the shops and restaurants and the water sports park in Bend.
Bike repair stations.
More restaurants where you can sit and have coffee or wine and look at the river.
It would be awesome if Eugene and Springfield could develop the industrial strip of land that connects the 2 cities, but is currently underutilized. Hotels are going up on Franklin across the street. Maybe a future vision to work towards?
Allow for a modern design to happen. Eugene has far to long held back on cool design. We need to nice modern district to attract more upcoming Buisness.
I think that having small business shops is so important to Oregon's economy and values. Having a small designated area for small "pop-up" shops or even small shop spaces is so important (even a small food cart designated space) will help pull people towards the river front. I am a Eugene native and I love all the big open spaces Eugene already has. We have so many passive nature parks that are empty and I would like to see something more active. I am in my mid 20s and I am always constantly hearing from University students as well as visitors and new comers that they wish there was more ways to get to the river front and have more activities to do besides just walk around.
Use this project to expand the the traditional scope of the city. Needs to be openly linked to central downtown. Make it fair use to all. This should not be a resort area.
Was in Bend recently and they have a really nice mix of natural public and common areas with brewerys restaurants and shops bordering it. That is what Eugene is missing especially along the river. They have a great common space that is a bike shop but serves beer and food and has concerts that anyone can enjoy. And they have brewerys with grass lawns along the river. I think Eugene could find the right type of public and commercial mix along the river like other similar cities.

Please aim to restore the EWEB Steam Plant, securing the roof of the building for a public roof top viewpoint (or bar/restaurant business). It resides at a particularly wonderful location, providing a view of a curve in the Willamette River. For all of the years that residents have been separated from the river by the railroad tracks, the effort to bring the public to the Steam Plant could add much vibrancy and use to the riverfront parks you aim to create. Only a few have seen the river from the roof of the Steam Plant. Let everyone have a chance to see this vista! Thank you for the opportunity to offer input.

Eugene doesn't really have a good downtown area for everyone to hang out in, downtown is very small and requires you go somewhere to spend money. This should be somewhere that feels like a downtown that you can go to - bustling but still naturey and still connects to downtown to enlarged the whole public/urban part of eugene

Restaurants, bars, coffee shops, and event space should all front this space. Our city has very few dining options that have views of the river

More opportunities to dine, meet and gather, and network/enjoy private or dedicated community space is welcome. I could see this location being popular for event rentals for receptions, weddings, parties, festivals, etc. Alton Baker is less well designed for this function, whereas a public/private partnership and development in this location could make a lot of sense and help with the identity of the city.

Covered bike parking
Large covered areas to hang out while it's raining
coffee/tea house
large labyrinth for walking meditation

I am extremely displeased that the original plan for the Pollinator Knoll is not being considered any more. I am even more displeased that the current plan is for a vehicular roundabout to be in its place, bringing vehicle within just a few feet of the riverfront path and the river itself. I find that this new plan is incompatible with the original vision for the riverfront parks, and probably even with the community-approved city code that was set up to accommodate the redevelopment of the EWEB site.

The Eugene community really prides itself on the city's natural environment and for good reason, this is great city for nature. However for this project I would like to see the design push that boundary a bit to where people can better touch and feel closer to the river, aka dont have a massive inaccessible riparian barrier. It would be a shame if all this is done and you still couldnt get a nice meal on a patio while overlooking the river.

I would caution the park design with going too open, as Alton Baker is a hugely open park and sits directly across the river. I think of those open parks as more for the singular person, where as interactive parks are more for people. This is a space that should be designed to encourage people to interact with each other and with nature.

I absolutely love the blend of urban and nature, however with the current proposed location I think it's important to build and expand a modern, urban downtown for Eugene to help secure its place in future times. Tastefully integrating nature would be great, but for this project don't sacrifice function or design to do so.

Plan for the future, use industrial and technological design, to help Eugene feel more modern and grow into the future. Part of that too is incorporating function into design.

I think it would be wonderful to be able to have a permanent space for the Saturday Market on the riverfront. Or have a place for local only shops/food vendors.

Make sure easy and plenty of parking

Good restaurant choices

And for parks- nothing huge I like to sit on a bench in the shade and watch my kiddo

So no huge play structure something age appropriate for 5 year olds

Please don't require the developers to use that ugly, rectangular steam plant in the design. Let them start from scratch if they so desire. It may be historical, but so were a lot of sites worldwide in the past. Many pragmatic leaders have built on top of historic sites. Don't be so sentimental about an ugly building just because it happens to be 90 years old. Let's join the 21st century!

food carts along the paths to encourage people to come to the river front

More restaurants or places to hang out along the water. We have parks along most of the river, which is great. But if we're going to develop the empty industrial lot, let's put in some active spaces. Especially since it's right next to Ferry St. and the train tracks and will be loud already.

Open pier in the riverfront with food court and entertainment for all ages. A small water park

For the summer days

Food cart area

Bright, safe, open, Restaurants, beautiful views of the river, relaxed meeting spaces much like the Old Mill river front in Bend.

Spaces for food trucks and systems to prevent trash in the river.

I hope that businesses; dining, cafes, and bars will also be integrated.

Eugene's riverfront park system is great as is. What we lack are cool places to dine/drink along the river front (can only think of two existing options). Please provide locations for at least two additional riverfront restaurants, with only the walking/bike path in the way.

Provide gallery space.

Areas for unique food carts and outdoor dining.

Restaurant availability? Close I hope!

Please make sure that commerce is included. we do not need just another park.

Some food carts or snack carts available during different times would be nice.

I am so concerned about the city's orientation to build, build, build and not preserve and keep our green space. The officials are definitely slanted toward a greed oriented mentality and not preserving our natural space. Please do not build along the river with exclusive residential and commercial buildings. Please keep the natural feeling state preserved.

I visited New York City's High Line a few years ago and was very impressed with the art, many areas with beautiful plantings, lots of places for people to sit, lounge, talk, etc. and some food vendors. We may not have a skyline view but I feel our wonderful Willamette River beats that any day! Good luck, City of Eugene.

Integrate children and families into the design process. We need a downtown core that focuses on children and not just professionals, university students, or retired people. The design would be best to draw these type of people to the river but also be friendly to children and bring families to play and interact with the space. Prioritize the urban feel of downtown and a place for a lot of people to gather and connect; there is a lot of space across the river and along the whole river corridor that have green space. This should be a place to have a beer, play games, kids to run around, grab a bite to eat, bring a picnic, meet a big group, and connect with both the urban downtown and the beautiful river.

More and better visible access to the water, cool restaurants and breweries overlooking the river and canoe rentals through u of o outdoor program

People have expressed a desire for some commerce along the river to accompany some of the natural features, perhaps to help anchor people to the area and provide diverse services. I think an easy way to do this is incorporate a few 20' food truck/cart pads for hosting semi-permanent or temporary mobile food options. Electrical hook ups and water sources/water dumping capabilities (near bathrooms) would be relatively easy infrastructure to add to a natural space and allow for some diverse and rotating food options to compliment other activities and special events at the park.

Yes, I hope to attend the July meeting. Thanks for being so open to community input. In the meantime, BE SURE to include places to eat and drink along this waterfront expanse. Picnics, grabbing a coffee to share with friends, benches for an outdoor lunch... "breaking bread together" is an important way to build community.

The old steam plant would be a wonderful new location for the Eugene Science Center. As London did with its power plant on the Thames, it could also be repurposed for an arts museum.

for buildings- top floors apartments/condos, 2nd level floors-offices, bottoms floors local restaurants and boutiques. make it usable, pretty, and a place where people want to go eat, walk, bike, shop and more!

This is downtown, and should be integrated into the urban environment. Please take into account small wheels (roller skates, skateboards, etc.) for path surfaces. Pedestrian path should be wide enough to facilitate connection, not a single file for safety experience. Maybe space for food/drink carts in some places to bring people in, and keep it from becoming empty enough to fill with tweekers.

Would love small shops and restaurants with casual seating inside and outside. Live music. Similar vibes to 5th St Market area, Oakway Mall inner courtyard and Boise River area downtown, Bends Old Mill District. Active enough to keep transient activity at bay. We worry that a tranquil nature park will only increase an area transients can take over and inhabit.

Use the old (steamworks?) building for something cool--industrial museum, McMenamin's pub, etc. Elevate or tunnel the bike connection from Hilyard St., to get above or below the train tracks; also straighten that connector path and improve the signage. Remove chainlink fencing and barbed wire from along path. Add a community garden, to replace the lost courthouse garden. Keep the payphone, please, and the fountain. Reopen the EWEB rooms for public meetings again, could be used for combination indoor/outdoor events.

Maybe some basketball hoops?

accessible river views with proximity to food vendors lit in evening
Include on sight museums and interactive educational facilities.
WA waterfront
this development is KEY to the river access plan, and MUST include access to the river, especially for boaters/swimmers.
Broadway great street connection to river gateway to Alton baker park via bridge at former pole yards.
The park should include something that makes it a regional draw, so that it stays busy- well loved and well used. This is a chance to boost tourism & Park use at once. I say go BIG!
Important to use local artists, designers and builders. People who know, love and wish to preserve the unique qualities of Eugene
Spaces for pop-up shops/food carts.
Urban please! Eugene needs to start identifying itself as a city!
Restaurants and high end shops!
It is important that any buildings, including those adjacent to the park, not block natural sunlight. This is particularly a concern in the winter months.
Yes. I am disappointed with the direction of this conception as predominately nature-based as opposed to cultural and community-engendering. We have lots of parks that are nature and sports-based, this space needs to be more urban, stimulating, vibrant, and diverse. We have at best two restaurants on the river in all of Eugene. I had expected and hope to be asked about what sorts of amenities should be part of the plan. I like the river overlook and public art aspects the best, but there is nothing in your rendering that allows for retail, art, or museum space. At least six months of the year, we are sheltered from the rain and cold. There should be places along the riverfront that welcome gathering and community year-round. Restaurants, cafés, bakeries, a donut/hot dog/bagel stop, art galleries that would be incorporated into the First Friday Art Walks, music venues, wine tasting, brew pub, smoothies, etc. Why are fountains not considered as part of the public art?
https://goo.gl/images/QBrKRf And a community building that is mostly glass. For renting out to groups of people like the folks who do ecstatic dance. Yoga classes. Children's Storytime. Art classes. A transparent classroom!!!!
Any ways that we can actually touch/access the river will be awesome! Do not want this to be overly concrete - whatever happens with the steam plant, that already adds an industrial feel to the area which is cool, but don't want it to be overly concrete/industrial.
GO TO BEND. They're doing the riverfront right. DO NOT create spaces that cut the river off from businesses like every other inch of the riverfront is currently (with the exception of VRI and a pizza restaurant in Glenwood). This creates problems. We have lots of this type of riverfront already. Instead, make it safe for families to be there all day and at NIGHT by having restaurants and residences mixed in. How about safe ways to get people on to the river? Water bikes and tours and fun things. Look at what others with vibrant riverfront communities have and COPY THEM. Too much NATURAL is the wrong direction. The river is the natural part. The rest should be safe views and access that can be kept clean and safe and are naturally going to be safer than our parks are now because they are integrated in an urban environment.

One of the key features of the master plan was to blur the line between the public park and public spaces within the private area - I'd like to see that realized.

Some kind of roof top location to view the sun setting towards the west.

Go see the beautiful Old Mill District Park in Bend, OR. It's on both sides of the Deschutes River with multiple uses. Eugene can do the same thing on the Willamette River with Alton Baker Park & the new Downtown Riverfront Park.

I think development on the riverfront in this area, and under the UO CUP, should serve to systematically attract people to the riverfront who might not normally go there.

Eugene needs a heart. We have this chance to create a place that people can come to, a destination. A permanent place for people to gather. This site on the riverfront is the obvious answer. If the design is done right and provides Eugene with 'hub', perhaps then, it will set a precedent for many more river front destinations along the river's edge.

With the new Science Buildings going into the UO, more people may use the riverfront. There should be a cohesive connection to the two areas.

I think there are great riverfront towns that I hope are used as inspiration or examples to pull from. Downtown Reno, NV went through a big riverfront renovation that had a great impact on the community and economy. The riverfront area in Hood River also has a great mixed use/mixed activity area. It is my hope that this park and surrounding areas could help revive and elevate Eugene to have riverfront property that feels safer, more community oriented, and of a higher caliber/appeals to a higher income crowd.

Take a look at the design of the High Line in NYC. I would love for Eugene to "step up its game" and become a more polished city. I love that Eugene is chill and retains its "nuts and berries" vibe. However, at some point it needs to grow up and become a bit more mainstream. The ambience is just not nice in some places and reminds one of a down trodden, neglected city- which is IS NOT.

Clean, safe restrooms and drinking fountains would be appreciated. Would also be amazing to get a bike shop and some picnic (healthy grab & go) food retailers into the new storefronts nearby.

We don't have many areas in Eugene where business, and parks feature the river. Hopefully we can see the river clearly from the paths and showcase it.

Invite the urban in. Don't wall it off. Work with surrounding properties or create commercial islands within the park.

Encourage restaurants/eatery interaction around and within park.

Please just copy the successful template Bend has created for you. I'm sick of having to drive my family 2 and a half hours away to enjoy a river...

Please include restaurants for both grown up nights and family friendly outings. Also, an actual playground of some kind so kids can enjoy the fun too. Bethel Park has the most perfect playground in town. Something like that but smaller and more integrated into the shopping/food district.

I would love something like Bend's Old Mill waterfront. Enjoy dinner at a nice restaurant overlooking the river.

There is a beautiful park on the river in hood river that has some wonderful things going on. Part of it was developed into a river wading/swim area that was amazing. Having nearby shopping and dining would be great. With such a beautiful waterfront Eugene should be able to look at what Bend has been doing and find a similar way to incorporate the river to the city's best advantage for both locals and tourists

Put overpasses or tunnels across Franklin where the new apartments are, because those traffic controlled crosswalks that exist now are insufficient and the addition of a park area will exacerbate the problem.

QUESTION #17- RIVERFRONT PARK SURVEY- Do you have any other comments or questions? (June 14, 2018)

I am a downtown merchant. Would love to ensure the connection between spaces.

We need waterfront restaurants, coffee shops and safe night life options. This should be the place to gather and a place that people want to visit. Family friendly, safe, hip, modern. We have the prime location to make Eugene a destination city! Many cities utilize their waterfronts as a main commerce and gathering area, Eugene needs to do the same for once!

Don't let it become another dirty unsafe downtown.

I love the train whistles, and I HATE it that everyone in the City is ponying up so Obie and the City can build condos for rich people next to the tracks. I will miss the whistles and as always, I miss all the freaking money I am forced to send the City.

restaurants along the water

The city needs to develop the river front with a mix of mixed commercial and residential use, not industrial and parks were a lot of open space already exists,.

This is our only chance. The rest of the river is pretty much done. I'm really concerned that we're going to water it down into just another sweet natural/play park. BAD IDEA! We need that urban connection. Please, please, let's do this one right. It can be iconic, a real place of Eugene identity, if we can just make that urban connection. Let's not blow it.

Thank you, City of Eugene, for finally moving forward with this project. There are so many of citizens that don't get to enjoy the riverfront due to immobility, lack of fitness, etc. Adding some business and restaurants will enable along side the walking/biking paths will create exponential use and opportunity for everyone to enjoy!

I'm concerned that the Riverfront Park is going to be an exclusive place. The major themes I've heard so far is the Riverfront as a place for housing and commerce, and the Riverfront in respect to 2021. Any residential or commercial use of this property is going to be incredibly expensive and thus runs the risk of serving only a select few in the City. Loading the area up with overpriced grocery, shops, housing, and commercial will significantly homogenize the area and be less inviting. The City is already becoming way too top heavy and at risk of a bubble. Our housing prices are skyrocketing and our citizens are being priced out (I'm in Springfield now). For being one of the most populous cities in Oregon our median income is woefully low. Be extremely careful with who you serve and how you execute this vision. There are some serious issues you need to deal with first.

Also consider how this project is going to relate to the homelessness epidemic in the City, which is also creating significant access deficiencies, and is in itself an access deficiency.

I would like to see a better connection to 5th street market. Less separation in the neighborhoods.
More of a transition.

It would be nice to see a variety of housing options available instead of a hotel.

Peaceful serenity is needed, not more hustle and bustle! We all need a quiet place to escape the stress and enjoy nature. We DON'T want a crazy waterfront experience like Corvallis has during the summer.
This is an amazing opportunity to connect people to the river in an exciting, environmentally sensitive way - thank you for your thoughtful approach.
Please don't replicate Portland's downtown urban water front park (concrete and lawn down to retaining walls) - it is depressing and barren as well as environmentally harmful.
Design good connections to and through Downtown Riverfront development site to the heart of downtown.
The connection to the city is extremely important. It needs to have an urban feel to it with easy access and availability.
Consider leaving the park under private control. Note the Oakway center is privately patrolled and not covered in, needles, used condoms and human feces. Eugene has so much potential if it didn't attract homeless people from all over the country.
Parking, bikeshare lock up, security
This proposed idea is completely off what tourist and 'Eugene Foodies' are saying & looking for. Riverfront needs restaurants. There are only 3 in Eugene. Not enough. This is an opportunity to place more along river.
Homeless overrun of Skinner's Butte and the Northbank trail scares my wife and children, and at times, me. The natural layout is too conducive to misuse by the homeless, so either having a park that is so active and filled with life (including business) or finding another way to limit this becoming another scary trail (I currently walk the EWEB side of the trail at lunch at as a full-size male am often scared for my well being).
There has to be a way for the development to be privately funded. I am sick to death of the city throwing away tax money on things that only a very small percentage of the people ever use.
Please make sure there is plenty of parking so people who don't live or work downtown can come and enjoy this space!!!
3 acres may not be enough space given the long narrow nature of the piece designated as park space. If this is to become the heart of the city, more open area in the district will be required. Connecting Alton Baker and creating similar riverfront access is one option.
I'd like this to be an inviting place for local families and visitors to gather and enjoy Eugene's beauty and unique offerings (amazing PNW cuisine, art and handcrafted goods). I have compassion for our homeless population but I'm also concerned about the obstacle they sometimes create for having an environment like I described. How can we better address their needs in order to shift their impact on our public spaces? I know this is a tough question, thank you for considering it.
Access, access, access! Usability. Enjoy-ability. We have such a wonderful opportunity to tie our city to the river rather than separating it from the community with blackberries, shrubs and homeless camps.
I would like easy access from many different points. Easy parking access.
I am excited to see this transformation, I hope the developers and city invest in the community by requiring living wages and apprenticeship utilization in the construction of this property.
Follow Corvallis's example in their downtown riverfront area.

I love to think that I will be able to use the space for many things. Run, meet friends at a local restaurant/bar, live, tell visitors to stay at the hotel there. All things that will really bring that area to life.

The number one thing the city needs is housing stock. ANY development contract should include provisions demanding affordable housing. This goes double on land owned by the city. YES, it is good to maintain the riverfront as park, but for the city to spend money on non-residential development right now seems simply insane. You wouldn't remodel the kitchen on a home with no bedrooms, would you?

Brewpubs/music venues are a must!

Please bring business/restaurants to the riverfront. Eugene is so long overdue for riverfront dining where friends and family can enjoy nature, food and conversation!

Restaurants along the river.

Affordable housing!!!

Please find a way to not let the area turn out like downtown Eugene. When I bring friends from out of town the only way to describe it is sketchy and tell them to ignore the people heckling them. That's not the type of behavior and community we want to share with our family and friends.

It would be awesome if you could incorporate a restaurant/bar with a rooftop patio so that we could enjoy the beautiful scenery and partake in a meal or adult beverage! Eugene needs a rooftop patio!!

It would be nice if there was plenty of parking areas for those that don't live downtown or within walking distance

More housing opportunities for non college young adults

I'm from Bend and remember when the old mill district was completely transformed from a dust bowl into one of the top destinations in the area. It changed everything! A beautiful blend of natural and industrial character, history, delicious restaurants, a fun variety of local and national stores, a gorgeous amphitheater that brings in local and high profile bands, tons of year-round FREE events that you WANT to take your family too, gorgeous views and all surrounding the beautiful river. There are plenty of water activities in the summer including rafting, floating, kayaking, paddle boarding, and even a new surf park. What I love/miss the most is the feeling of community. Whether you are in the water, or smiling down on others over a bridge everyone has the same joy of watching each other simply enjoy nature's beauty and enjoying life together. I've lived in Eugene for 12 years now and cringe every time I see wasted space around the rivers, they're so trashy and unsafe and I've never been comfortable taking my children to enjoy it. Eugene has so much potential and an area like the new riverfront property is what I've longed for. Thank you for taking the time to reach out to the community for input. I look forward to the days of taking our family to fun events, shops, restaurants and enjoying the beautiful area.

The Steam Plant restoration could honor Dave Frohnmayer's legacy of civic service. Make it "Dave's Space" and host civic-minded events within this multi-use space. Thank you!

How on Earth did people decide on such a narrow footprint for the park. Make the commercial buildings taller if possible, but have a bigger setback. All runoff from development should be filtered through water gardens before it pollutes the river. That the Willametter river is relatively unpolluted (upstream) and wild is the biggest unique thing about Eugene, parks like Skinner and Spencer are number 2. Screw retail space and private apartments. Bars and restaurants and spaces for food carts would be nice. But mostly, PROTECT THE RIVER!! When I tube past EWEB, it smells TERRIBLE. The RIVER NEEDS HELP at least to the Defazio foot bridge. It would be nice to have boat/tube launches/exits. Don't cut down any trees that are already there.

Please no more bridges to Alton baker. We have deFazio and knickerbocker available to this area. Don't complicate this what could be a lovely area for all of us.

We do not need cars within 100ft of the river or the bike path, preferably farther away. The development closest to the river MUST also be public/commercial spaces, not private townhomes or condos, which would effectively privatize our most important and valuable community natural resource - the river.

I would also like the Millrace to be uncovered so it can be appreciated as a more natural and historic waterway. Keeping it underground is not acceptable to me.

Just as mentioned before, the riverfront buildout will require additional parking. Preferably a garage.

Maybe keep asking the public as you go along once you come up w some ideas for specific art pieces, restaurants etc

I'd like to see this new space be focused more towards full time residents , not the University

I saw a new bridge in the Facebook post about this event. Please make it beautiful and accessible to more than the 100 people who can afford the proposed townhouses in the new development. Why not align with a street that people or bikes will be movinv along? Do something special with the structure and the ecological design. Be proud and make it lovely.

Please don't over commercialize the riverfront - I've lived other places that ruin their natural splendor with overcommericilaization.

Please consider friendly building styles. Built right-to-the-edge, no inset entryways or porchlike overhangs are not inviting. Design to draw the visitor in.

I am concerned that this venue will only meet the needs of land developers- particularly ones wanting to build expensive condos on the riverfront. We need affordable housing and elsewhere. Don't let Eugene's waterfront turn into Portland's.

I'd like to see this area used for all with restaurants, retail, multi use (concerts, events, etc). No condos or apartments.

Issues of cleanliness, safety and homeless are always an issue with downtown so I never go there. Please make sure that this area is designed to have open spaces that there are no areas to congregate and sleep. Make it family friendly in the day and fun outing for the evening.

Not everyone will walk or drive. Where will parking be located?

So happy to see this type of investment in our community

It should flow with the running walking trails but it should be more focused on creating an active space for the community to gather. there is already a large lawn across the river in Alton Baker so it should add something. There are also small areas with benches that are more quiet for passive activities. We really need a space where you can leave the restaurant overlooking the park, go for a walk along the river, maybe listen to a band playing on a small stage. It should have a more urban feel than any other park in Eugene. Also for Art it could be cool to have a scrolling screen of pictures that people take and share with #eugeneoregonparks or some hashtag - art created by the community could be highlighted somehow.

I am really hoping there will be restaurants that have decks on the river and large windows, so people can enjoy the view while dining. Same with coffee shops, wine bars, etc.

We need to make sure the parks are well integrated into commerce.

Make use of the buildings that are already on the property! Also please be conscious of the natural environment and where you do make new buildings make sure they are sustainable (ex. LEED certified, etc.). Besides that, I am looking forward to spending my time at the new river district :)

Hotels and space dedicated for outdoor events such as weddings and involving Spencer Butte and Alton Baker park

I would like to stay informed about plans for the Steam Plant. Will it be remodeled? Will it be demolished? Eugene's steam is an important part of our history, and it should be part of the park's narrative. I'm thinking something like Seattle's GasWorks Park.

<https://www.seattle.gov/parks/find/parks/gas-works-park>

Affordable housing should be a requirement of any residential zoned spaces. Please plan for other ways to create an inclusive space and increase the diversity (economic, cultural racial, etc) of representations so that all are welcome. Thank you!

Regarding #15, the design should integrate with the larger, urbanized redevelopment. Sight-lines to the river should be improved.

The big question not asked is how this park interacts with the adjacent development. This is a rare opportunity for an urban/river interface. We really need a park that has active uses across the street from it: restaurants, theaters, retail, and so on. To do less would be to squander Eugene's most impressive development opportunity in many years.

We appreciate you asking our opinions. Eugene needs river view restaurants, small shops, casual seating to enjoy the river. Live music. An active area that brings the public to the river. Active enough to keep transient activity away. There's a huge problem on the river with transient activity. We walk daily around the river and the situation seems to be getting worse and at times feels very unsafe. We worry that a tranquil nature park will only increase an area they can take over and inhabit.

Please don't put commercial establishments or ugly new buildings too close to the water.

Be sure to add public transportation to cut down on automobiles, pollution and congestion.

Reno, Boise, and even Bend have stunning examples

Learn from communities already enjoying vibrant waterfront areas. Allow Eugene wide pathways for bicycles that can carry 2-3 passengers; free elec mini vans transporting people on the roadways from downtown on a continuous loop to & from the area, as in Ghent, Belgium. Food cart/trucks areas; built-in benches for eating the food from the food trucks. Plenty of restrooms that are staffed/safe. Look into the huge portable restrooms on trucks that are used in Europe for their big events. Lighting=important for all to feel safe.

Parking. We have to be able to get to it to use it. Even if it's a matter of safely connecting spaces offsite, please, please, please address access to plentiful parking on and offsite.

Please integrate the park with the commercial and residential development anticipated. E.g. place to rent roller skates or segways, cafe integrated with river overlooks.

I'm concerned that this rare interaction of urban space with river in Eugene be as active as possible and as maximized by density as possible.

The river bike path established already provides the potential for bike taxi services to connect the UO campus, Alton Baker, VRC, downtown, and the whiteaker. The weakest link in this path providing a more dense means of non-motorized transport is the limited space on the path for pedestrians and cyclists to share at the same time. Children and families walking on the river path and commuters on bikes have distinct needs. The separated foot and bike path is necessary to make the path more accessible to more people.

The other issue is that as near as the parks and paths are to downtown, there is no real direct access. The EWEB waterfront location could potentially create that junction and provide a transition from the urban downtown area, a semi-urban community and transportation focused park, then a more natural and relaxing family park in Alton Baker. The additions to our parks and bike path systems must not compete with the established public areas in their immediate surroundings. They have the potential to be extensions of both or all and essentially increase the space and functionality of existing infrastructure without plopping down unusual, weird, expensive nonsense to compete with spaces in need of their own updates. For example, if we create a space for the Saturday Market, it can expand and booth spaces become more affordable with obvious benefits. Moving the Market to the waterfront opens access to the park and the rest of town via bicycles and footpaths reducing congestion on weekends. The existing park blocks area would then become available for public art, performance, and meetings. This could also be used as more of a food cart park, at least one of the blocks - increasing density for small business in downtown Eugene and adding much needed food options in the evenings and odd hours.

The EWEB riverfront project is the chance for Eugene to correct some very poor decisions regarding the river front in the past. The back parking lot at VRC and failing to develop better non-motorized access to Glenwood and Springfield.

The design needs to be integrated with the nearby riverfront, aka from Riverplay to the UO, to form a seamless whole. Parking, both motorized and non-motorized, needs to be taken into consideration.

I have seen many other mixed use paths (ex. Monterrey, CA, the Burke Gilman trail, Portland waterfront) where the designers have ignored that tourists and children (i.e., have no awareness of the shared use of the path) will be sharing the path with high speed bicyclists, and have built a dangerous path as a result. This path is an essential transportation link to the UO and Springfield, and I hope you make a better design than shown in any of your pictures.

Nothing you do will be successful if you force low-income apartments in this space, and allow the homeless to continue their takeover of Eugene parks and pathways. It'll just be gross and unsafe like Downtown. No thank you.

Would sure love to have a place to sit and eat and watch the river flow by. Our river is sadly situated so that only runners/bikes get to enjoy it. And make sure that food is good and fairly priced.

We have miles and miles of river fronted park now. It would be nice to see a plan that really brings people and commercial establishments to the river.

I want to see lots of different vendors, restaurants, and activities right off of this park. I would model this off of Bend's riverfront, not Portland's where nobody goes unless they live there.

The developers design is much too dense of housing cluster for this small space this close to the river. All infrastructure and buildings should be LEED Certified with photovoltaic solar systems, EV generating hook ups for park users and residences, sustainable products used within the Riverfront Project.

Frequently Asked Questions

Eugene's Downtown Riverfront could undergo a major transformation, fulfilling the community's long-held goal of turning a vacant, inaccessible and empty riverfront lot into a vibrant, active, and accessible riverfront neighborhood and community destination. The redevelopment of the Downtown Riverfront has been a part of the community's vision for decades, reinforced through numerous public engagement opportunities over several years. The City's Urban Renewal Agency now owns 16 acres of riverfront property that can become Eugene's riverfront neighborhood - directly connecting our downtown and campus areas to the river and creating more access points for the community to enjoy. We have an opportunity to fulfill our community's vision.

The City has been in negotiations with Williams/Dame & Associates (WDA), who have a tremendous amount of downtown and riverfront redevelopment experience. WDA has a commitment to and track record of developing high quality projects that create a unique sense of place and neighborhood.

On January 31, 2018, WDA presented their vision and initial concepts for the Downtown Riverfront site to City Council. On May 29, 2018, the Urban Renewal Agency Board reviewed proposed terms of an agreement with Williams/Dame & Associates that would set the stage for the future redevelopment of the site.

The Agency Board held a public hearing on June 25, 2018, asking for the community's input on the proposed concept and terms of the agreement with WDA. Seventeen people signed up to speak. In general, the comments were positive and people are looking forward to seeing progress and having access to the river.

Land

1. What is being purchased by whom and for how much?

WDA is offering to purchase 8 acres of the Downtown Riverfront property for redevelopment for \$2.7 million. In addition, WDA would lease the land for two parcels for future commercial and restaurant space. The Agency currently expects to sell the affordable housing parcel to a developer that specializes in affordable housing for \$1.

2. What is the Agency (City) keeping?

The Agency will keep about 5.1 acres for right-of-way, including the streets. In addition, the Agency will retain 3 acres which includes the park plaza, the Steam Plant, and the parcels that WDA will lease for commercial and restaurant uses. Next to the Downtown Riverfront property, the City will create a world class 3-acre Riverfront Park that will be seamlessly integrated into the plaza.



Park & Open Space

3. What's happening with the park? How big will it be?

The Riverfront Park will consist of about 4 acres of property located along the Willamette River. The City will purchase 3 acres of property along the Willamette River from EWEB for \$1. In addition, the concept for the redevelopment area purchased by the Urban Renewal Agency includes a 1.1-acre public plaza which will be an extension of the Riverfront Park area.

4. Who will be designing the park?

The City has retained [Walker Macy](#) as the design consultant. Walker Macy has been providing landscape architecture, urban design, and planning services since 1976. They specialize in providing creative solutions that transform public and private spaces into successful urban plazas, parks, and waterfront revitalization projects. They have received 31 awards from the Oregon chapter of the American Society of Landscape Architects (ASLA) and 2 National ASLA Merit Awards. Notable projects include the [Ankeny Plaza](#), [Pioneer Courthouse Square](#), and the [South Waterfront Park in Portland](#).



5. What is the timeline for the Riverfront Park?

The design phase is underway right now, with a concept plan being produced by September 2018. It is expected that construction of the new park will be completed in 2021.

6. What is the cost of design/development of park and plaza?

The project is in early stages of design, so cost projections have not yet been developed. However, community input will influence total cost, and this will be balanced with likely funding realities. The Council/Agency Board will decide funding later this year.

7. What are the park public involvement summer steps?

The design team had their kickoff meeting in May and an open house in July. The next meeting is scheduled for September 27. For up-to-date information on the Riverfront Park, please visit www.eugene-or.gov/RiverfrontPark.



8. What will the plaza be like?

The Riverfront Master Plan envisions a smaller-scale hardscape plaza. The current concept proposes a significantly expanded area (1.1 acre) that would be designed to be seamlessly integrated into the 3-acre park to support events, allow food cart access, and be programmed as an active public space. For scale, the plaza is roughly the size of a football field (although not a rectangular shape). More information on the design of the space will be determined as the Riverfront Park planning process moves forward.

9. How will the plaza and park be managed to keep it clean, welcoming, and safe?

There are typically three key ways that park spaces are kept safe and clean: Good design, regular programming and consistent enforcement. While Park and Open Space staff will maintain this site as a high priority site, design principles that discourage inappropriate behavior and enhance safety such as good lighting and clear sight lines are being applied. It is envisioned that the plaza would be actively programmed and host events, food carts, and other activity that would attract the positive behavior that is welcoming and safe to everyone. The proposed residential uses nearby will help keep eyes on the public spaces and encourage respectful, safe behavior. A district association is planned and it is anticipated that the group will be strong advocates for keeping these spaces clean, welcoming and safe. Lastly, the Parks and Open Space Levy that recently passed at the ballot box provides funding for two full time Park Ambassadors and two full time police officers dedicated to Parks. As this program continues to grow, the City's focus on these important and high profile park areas will remain a high priority.

10. What amenities are being planned for the park?

The public engagement phase of the project will help shape the amenities that are included in the park. Many park features envisioned in the Riverfront Master Plan are being considered including moving and reconstructing the bike path, play areas, habitat restoration, hardscape areas, natural areas, water features, and public art.

11. Who will fund the maintenance of the park?

The Riverfront Park will be maintained by the City and supported by \$750,000 provided by EWEB for park maintenance and security.

12. What is planned for the open space under the Coburg Road viaduct?

The viaduct open space is part of the redevelopment property that WDA is seeking to purchase from the Agency. WDA will be responsible for construction costs (estimated at \$870,000) of developing the space. The space will be open to the public but privately managed. WDA is considering the construction of some type of sport courts or a dog park in this space.

13. What kind of precedent or examples do we have of privately held public open space like the area proposed under the Coburg Road viaduct?

Privately held and publicly accessible open space is a common feature in many larger cities throughout the world and is required as a part of development in some metropolitan downtown areas in the United States. Frequently referred to as POPS (Privately Owned Public Space) or POPOS (Privately Owned Public Open Space), these areas are most often some type of public plaza, urban lunch spot, contemplative garden or rooftop space. These spaces are required in land use code in San Francisco, New York and other cities to assure relief and pleasant outdoor experiences within highly urbanized areas. You can see examples of these spaces and POPS programs on the web here:

- o <https://www1.nyc.gov/site/planning/plans/pops/pops-history.page>
- o <https://sf.curbed.com/maps/sf-parks-private-popos-public-owned>
- o <http://www.seattle.gov/dpd/toolsresources/pops/default.htm>

Locally, Eugene's privately held public open space is less obvious, but still present. The courtyard at Oakway Center is a good example of an outdoor seating and plaza area where many children also play on the grass and seat walls.

Other less urban examples include local cemeteries (Masonic, Pioneer, or Gillespie Butte), Willow Creek Natural Area (owned by the Nature Conservancy), and some private land that adjoins or provides access to public park property or trails. The Bethesda Lutheran Church on Royal Avenue owns and operates a baseball field directly adjacent to the church. The six-acre community park is open to the public, used for church programming, and serves as a Little League practice area.

In addition, under City Code, Planned Unit Developments must also dedicate common open space that isn't operated by Parks and Open Space. These spaces are often developed as picnic areas, small playgrounds, or trail connections between neighborhoods and are usually maintained by the local Home Owners' Associations.

14. **How does the Master Plan open space compare to WDA's concept plan?**

While some of the spaces are configured differently the *amount* of open space between plans is essentially unchanged with the exception of the pollinator knoll. The WDA plan has consolidated smaller areas of open space identified in the Master Plan to provide a significantly larger plaza area and extend the Riverfront Park into the core area of the neighborhood. The park's landscape is being designed to allow visitors to clearly visually and physically access the river and the design will afford multiple viewing opportunities throughout the park.

The explicit re-creation of a Millrace Pond water feature contained in the Master Plan has been removed. Consideration is being given, however, to designing a park feature that could serve a similar function and education opportunity. The community continues to care about the Millrace as a historical waterway and the design team is considering how to include this in a meaningful way in the park design.

The vision of the pollinator knoll as proposed in the Master Plan is not feasible for several reasons. It is on property south of the redevelopment site that will remain in EWEB ownership. The property is highly contaminated and will be remediated, capped and managed in perpetuity by EWEB per an agreement with Oregon DEQ. It is also the location for the roundabout serving the railroad quiet zone at the 8th Avenue and Hilyard crossing. Native plantings will be used in the park, along vegetated swales and rights-of-way to create pollinator habitat within the roundabout or other areas of the site.

15. **What will happen to the transmission tower?**

The transmission tower is within the boundaries of the Riverfront Park. The tower is a fundamental power connection to the sub-station south of the Steam Plant and across the river to Alton Baker Park. The Master Plan identified the tower as an Accepted Condition, which means that it is a site condition that is accepted as immovable and serves an important public function that cannot be removed or

relocated without excessive costs. Its architecture speaks to the industrial history of the site, and will be considered in the overall design of the Downtown Riverfront Park.

Affordable Housing

16. What are the plans for building affordable housing?

The Agency will retain a parcel to partner with an affordable housing developer to construct 75 -100 units of housing for low income persons. It is anticipated that the Agency will sell the property for \$1 as a contribution to the project. The Agency is committed to providing housing on the riverfront available to a mix of income levels, including members of our community that struggle to affordable housing.

MUPTE

17. Will WDA apply for the Multi-Unit Property Tax Exemption?

WDA expects to apply for a [Multi-Unit Property Tax Exemption](#) (MUPTE) for the market rate rental units being proposed. If approved by City Council, a portion of the project would be eligible to receive up to a 10-year property tax exemption on the new improvement value. (The hotel, townhomes, and standalone commercial would not be eligible.) Throughout the exemption period, the land would be taxed, which has not been the case while it has been in public ownership. The proposed apartments are eligible for MUPTE. The proposed hotel, restaurants, commercial space, and townhomes are not eligible for MUPTE.

The MUPTE program was revised in 2015 to include criteria that makes student housing ineligible, and requires increased energy efficiency, higher quality design standards, expanded neighborhood involvement, and an extensive community review process. More information about MUPTE can be found at www.eugene-or.gov/MUPTE. WDA anticipates that if the proposed terms are approved by the Agency Board, they would submit MUPTE applications this fall. There would be a 30-day written comment period and the MUPTE Review Panel and a third party financial consultant would review the applications. Council would then consider action on the applications, which under this scenario would be estimated to occur in December or January.

18. What is the affordable housing requirement in the MUPTE program? How would it apply to this project?

Council modified and reinstated the MUPTE program in 2015 adding the moderate-income housing contribution requirement: MUPTE projects pay a fee of 10% of the total exemption or include at least 30% of the units with rents affordable to households at the area median income, which means rents equal to or less than 30% of the area median income. At that time, Council contemplated the potential of affordable and market rate housing on the Downtown Riverfront site. The ordinance defines a “project” to be all new development that occurs after the approval of the application on one or more contiguous lots all covered by a City-approved master plan. The Downtown Riverfront site meets this definition. In this situation, affordable housing on lot 10A could be used to meet the moderate-income housing contribution for MUPTE eligible housing on parcels 2, 3A, and 9A. WDA could alternatively opt to pay a fee equal to 10% of the total MUPTE benefit.

Infrastructure

19. How is infrastructure getting built and paid for?

The City will build the infrastructure (demolish existing buildings, move/install utilities and construct streets). Under the proposed terms, WDA will pay for 50% of the infrastructure cost. The streets will become part of the City's network of public streets and provide access to community assets like the park as well as the private development.

20. Will there be consistent sidewalks throughout the site?

Yes. Each owner will be responsible for constructing the sidewalks in front of their lots. Under the proposed terms, the Agency will assist in the cost of upgrading sidewalks from a standard design to one that meets the vision of the Master Plan and Special Area Plan. A significant portion of the sidewalks will need to be constructed because these sidewalks serve not only the site, but also the community regardless of the site's development.

21. What's happening with the railroad quiet zone?

On February 26, 2018, the Agency Board approved the use of \$3.7M of urban renewal funds for the quiet zone improvements at the three railroad crossings located within the Riverfront Urban Renewal District (8th & Hilyard, 5th & High, and 5th & Pearl). For more information on the Quiet Zone please visit: <https://www.eugene-or.gov/2920/Railroad-Quiet-Zone>.

22. Will the roundabout be bike and pedestrian friendly?

Reconstructing the 8th Avenue crossing to improve the connection of the Downtown Riverfront site to the existing street system will greatly improve access for bicycles and pedestrians to the Willamette River and the proposed Riverfront Park. The reconstructed crossing contemplates a roundabout that will allow access to both the Downtown Riverfront property and the University of Oregon property and will enhance the connectivity of the riverfront to downtown for bicyclists and pedestrians. The 8th Avenue crossing is one part of an expanded road system, and it will create new connection to the River in the urban core. All members of the community will experience improved access to the whole site, the new public park, and the river.

23. What will happen to existing buildings on site?

Three buildings that support EWEB operations will be demolished. The Steam Plant will be retained. Demolition will be conducted to get the site ready for vertical development. While the Master Plan proposed reuse of the Bow Truss building, its size and location present a conflict with the proposed 5th Street extension and the planned hotel. Deliberation will be given to salvaging the bow trusses for reuse elsewhere.

24. What is an SDC Credit?

System Development Charges (SDC) credits are based on prior uses on a site. For the Downtown Riverfront site, the proposal is to distribute the existing credits based on the percentage of developable acreage owned by WDA and others.

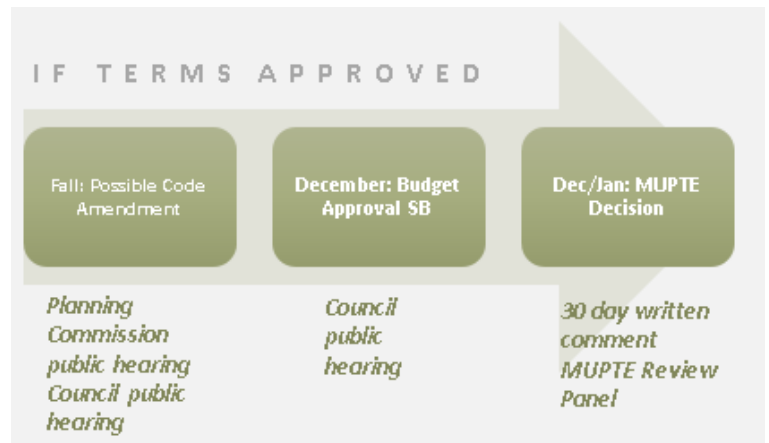
Timeline for Construction

25. What is the timeframe for construction?

The proposed timeline has infrastructure beginning in 2019 and construction following soon after on the northern parcels. Infrastructure would be completed by 2021 as would some of the first buildings by WDA and our world class Riverfront Park and plaza.

26. Is there a due diligence period for the City and WDA to decide if this will work?

Yes. If the Agency Board approves the proposed terms, the Agency and WDA will enter a due diligence period where a number of actions will be necessary to happen in order for WDA to be obligated to purchase the property. Some of these actions include Agency Board budget authorization, code amendments, and MUPTE approval.



27. What can the City do if WDA doesn't meet the contracted terms for the site's development?

The Agency will have the right to repurchase the site from WDA if they fail to commence construction within periods of time stated in the disposition and development agreement.

Environmental

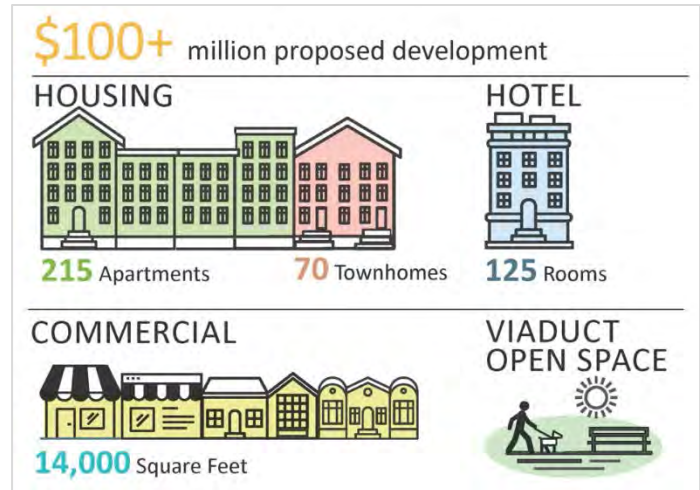
28. Does the site have any environmental issues? Has it been cleaned up?

A No Further Action letter was provided by the State Department of Environmental Quality (DEQ) in December that says no additional remediation is necessary for known contaminants on the site. In addition, DEQ put a Prospective Purchaser Agreement in place in April that runs with the property and provides liability protection to current and future owners if any currently unknown contamination is discovered. EWEB is responsible for additional cleanup costs for any DEQ required remediation on property owned by the Agency, which is why the City is constructing the infrastructure. The most contaminated site that has been located, east of the steam plant and power substation, will remain in EWEB ownership and will be capped. The roundabout is contemplated for this location at the southern end of the site.

Concept Plan

29. What is included in the WDA concept plan?

The concept plan proposes a mix of market rate and affordable housing, commercial businesses, a restaurant(s), open space, and a hotel all of which would complement the new Downtown Riverfront Park and plaza. The concept plan would add upwards of 300 units of housing to the downtown core to be part of a 20-minute neighborhood for community members.



30. What is the plan for parking?

All of the proposed residential uses have surface and tuck under parking that exceeds code minimums. Underground parking is not considered economically feasible due to the high water table and contamination concerns. On street parking of over 200 spaces would provide access to the Park and other businesses. WDA is pursuing a shared use agreement with EWEB for use of the headquarters parking lot for nights and weekends.

31. How is non-vehicular access to the site being facilitated?

The existing bike path will be reconstructed through the site to make it safer for both bikes and pedestrians. The extension of 5th Street prioritizes bikes and pedestrians by restricting vehicles on portions of it. Bus service will also be important to the site and opportunities to enhance bus connections are being explored with LTD. In addition, UO is working on improving the bike path on their property to the south and Public Works is exploring bike facility improvements between the University and the Downtown Riverfront along Franklin Blvd.



32. What happened to restaurant row?

Among the top community priorities for the Downtown Riverfront is a riverfront restaurant. The 2010 Master Plan envisioned this as a “restaurant row,” which stretched food and beverage uses along the edge of the park. Looking forward, WDA and local real estate experts have vetted a range of options and found that a single building at the transition point of 5th Avenue to the Riverfront Park with one or more restaurants is the most economically viable option. Additionally, accommodations for food carts or other seasonal food could be made on the public plaza. With a number of food and beverage options

available close by (5th Street Market, Rye restaurant, Coldfire Brewing, Courthouse District, downtown core), the Downtown Riverfront would complement other uses, not necessarily compete with them.

33. What kind of restaurant(s) is planned?

We are interested in food and beverage options that are representative of Eugene and appeal to a broad cross section of our community. Of course, this means different things to different people, but one way to achieve this is with a menu that offers variety and different price points. We have some good examples of this in successful restaurants around the city, and would love to have a local operator if one comes forward. In addition to a sit down restaurant, we see the plaza as potential to support other food vendors that would diversify options for food and drink.

Steam Plant

34. What are the plans for the Steam Plant?

The Steam Plant is not part of the WDA proposed concept. The Agency is currently working to identify a team that has a vision and capability of leading the re-use of the Steam Plant. The Agency released a Request for Qualifications in May 2018. Responses were due June 11. The Riverfront Urban Renewal District advisory committee (River Guides) will review submissions and make a recommendation to the Agency Director on a process for soliciting proposals. Proposals will be vetted through the River Guides with public input and a recommendation for Agency Board direction. More information about the Steam Plant re-use can be found at www.eugene-or.gov/SteamPlant.



Funding

35. How much will the private and public cost be for the proposed concept?

Total costs for WDA are estimated to be \$113 million. This includes cost of the land they will purchase (\$2.7 million), half of the infrastructure (\$7.725 million), sidewalks (\$1.5 million), viaduct park (\$.9 million) and \$100 million for constructing townhomes, apartments and a hotel.

City/Agency share of the costs associated with the private investment in new construction are estimated at \$12.2 million. This includes cost of the land that will be retained (\$3.1 million), half of the infrastructure (\$7.725 million) and sidewalks (\$1.4 million).

In addition, City/Agency will be investing in two community assets, Riverfront Park and Quiet Zone crossings.

36. How will the City pay for its share of the cost?

Should the Agency Board approve the proposed terms, the Agency Board/Council would have the opportunity to discuss funding options in the fall and take action on a supplemental budget in December. As a reminder, should urban renewal funds be considered, Section 700 of the Riverfront

Urban Renewal Plan requires that the Agency Board approve all projects, other than loans, in excess of \$250,000. This is in addition to the Agency Board's budget review and approval process.

Cost-Benefit Analysis

37. What are the key takeaways from the Cost-Benefit Analysis?

The analysis organizes development costs into categories:

- City and the Agency's direct costs associated with the private investment in new construction, are estimated to be \$12.2 million. These investments fund the purchase of property (Steam Plant, commercial parcels, land for infrastructure, and plaza) and basic infrastructure (roads and utilities) to serve the Downtown Riverfront neighborhood. (Note: City and the Agency's direct costs for community assets, investments that will be made independent of the proposed WDA redevelopment, are estimated to be \$13.7 million. These investments include cost of constructing the 4-acre park/plaza and the Quiet Zone.)
- Direct costs borne by WDA, are estimated to be \$112.8 million. The investments include the construction of new buildings, the land for private development, and a proportional share (50%) of basic infrastructure to serve the redevelopment.

The private investment will generate new taxable value. From 2019 to 2049, the new development will have generated about \$42 million in property taxes to the UR District, the City, Lane County, School District 4J, LCC, and Lane ESD combined.

- The UR District will have collected about \$2.8 million by the time the District sunsets in 2024.
- The City of Eugene will have collected about \$19.8 million from 2025 to 2049.
- Lane County will have collected about \$3.6 million.
- School District 4J will have collected about \$13.4 million.¹
- LCC and Lane ESD will have collected about \$2.4 million.

If no private development occurs, the property will continue to generate almost no tax revenue.

The non-fiscal impacts of the WDA concept plan have limited consequences and many positive elements. The development will establish a new neighborhood with greater connectivity and opportunities for auto-free travel and lifestyle. It will not displace any existing residents and will contribute jobs and housing for a variety of income levels, including affordable housing for low-income households. It creates an inviting, accessible shared space along the Willamette River, with improved riparian habitat.

Process Steps/Future Actions

38. What opportunities are there for the public to weigh in?

A number of opportunities are planned for the public to learn more about the WDA concept plan prior to the Agency Board taking action on the proposed terms. We have a Downtown Riverfront website that people can access to get the latest information on the project and provide input

¹ Tax revenue from new assessed value generated by the permanent tax rates for School District 4J and Lane ESD is largely an impact on the State's budget, because K-12 schools are mainly funded on a per-pupil funding formula (rather than by the level of property tax dollars generated within their boundaries). The State determines how much money must be allocated for the education of each pupil across the state. If more funds are available through local school property taxes, the State would have additional dollars to allocate as it chooses.

(<http://www.eugene-or.gov/3506/Downtown-Riverfront>). We will have static displays during June and into July at the Atrium, 99 W. 10th Avenue, Eugene, and in the downtown library. Two River Guides meetings were held in June and were open to the public. The River Guides reviewed and provided input into the proposed terms.

An open house was held on the evening of June 20 from 4:00-7:00pm at the EWEB headquarters building. Staff and WDA team members were available to answer questions and take comment. Community members were also able to take a site tour to get an on the ground sense of location and scale for the proposed park and plaza and other planned improvements. Staff have presented at the Young Professionals Summit and to members of the Downtown Neighborhood Association board. Staff are also available to make presentations upon request to community groups.

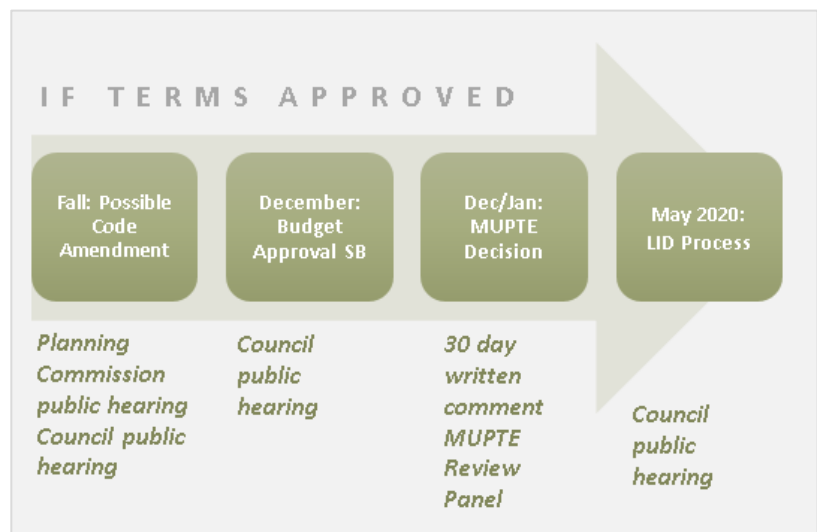
A public hearing was held on June 25 at Harris Hall, 125 E. 8th Avenue, Eugene where 16 people spoke on behalf of the project. The public hearing is available [online for viewing](#). All input received from the public at public information events will be summarized and provided to Council for consideration at the July 9 work session.

A work session for the Agency Board is scheduled for July 9 to discuss the public input and possibly take action on the proposed terms.

Additional public involvement opportunities include the riverfront park design process and the Steam plant request for proposal process. The community will be asked about their ideas for the park concept plan and for their perspective on the proposals that are submitted for adaptive reuse of the Steam plant.

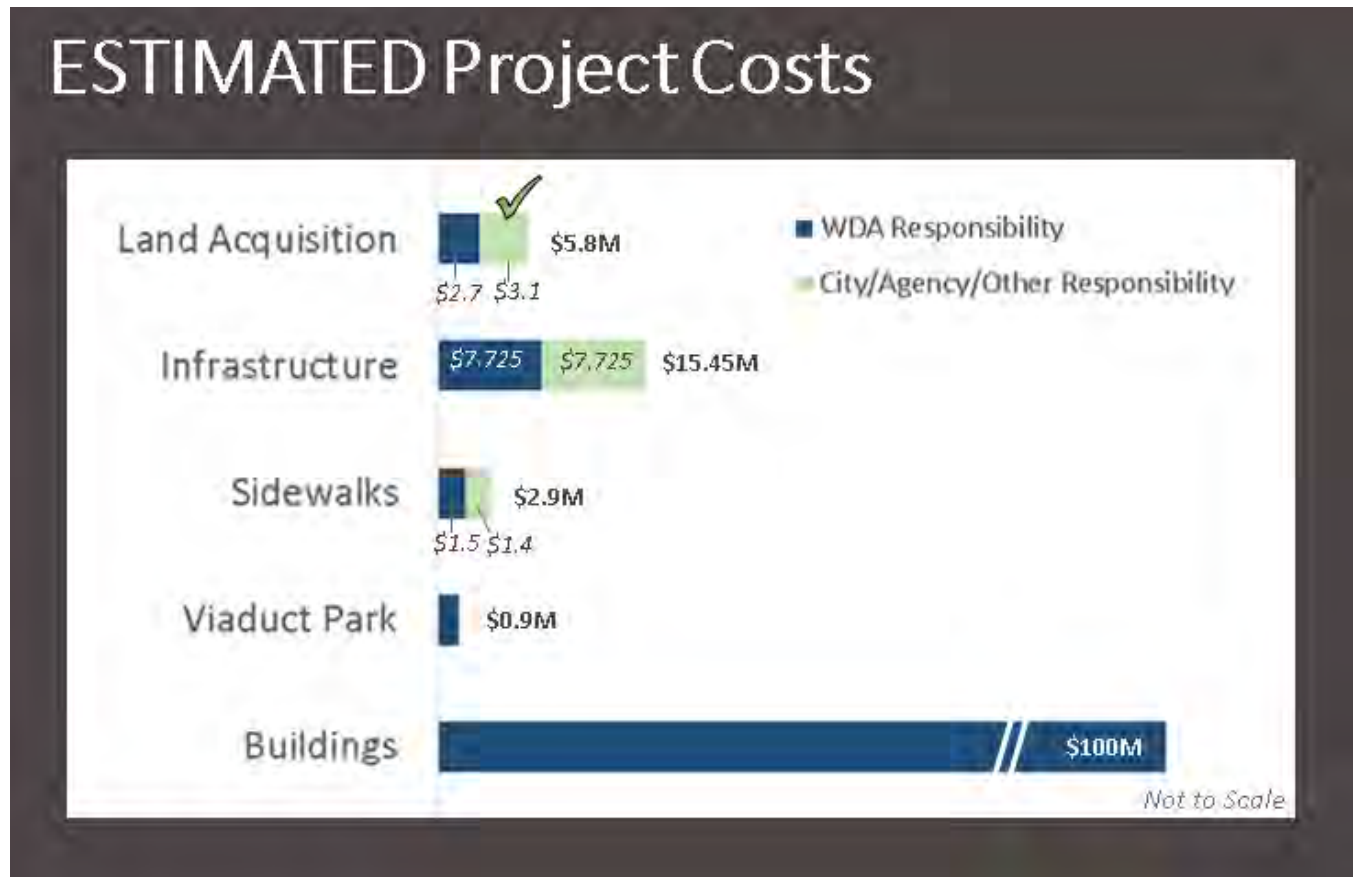
39. What are future decision points and what role is there for the Agency Board/City Council?

The Agency Board is tentatively scheduled to have a work session on July 9 for discussion and possible direction on the proposed WDA terms. If the terms are approved, the Agency and WDA would sign a development and disposition agreement and enter into a due diligence period in which a number of actions would be necessary to happen in order for WDA to be obligated to purchase the property. Several of these –code amendments, budget authorization, MUPTE approval, and Local Improvement District (LID) provide additional opportunities for public input prior to action by Council.



Financial Information

The WDA total cost is estimated at approximately \$113 million and the City/Agency/other total estimated cost is approximately \$12.2 million, which does not include the to-be-determined park cost or the railroad quiet zone cost.



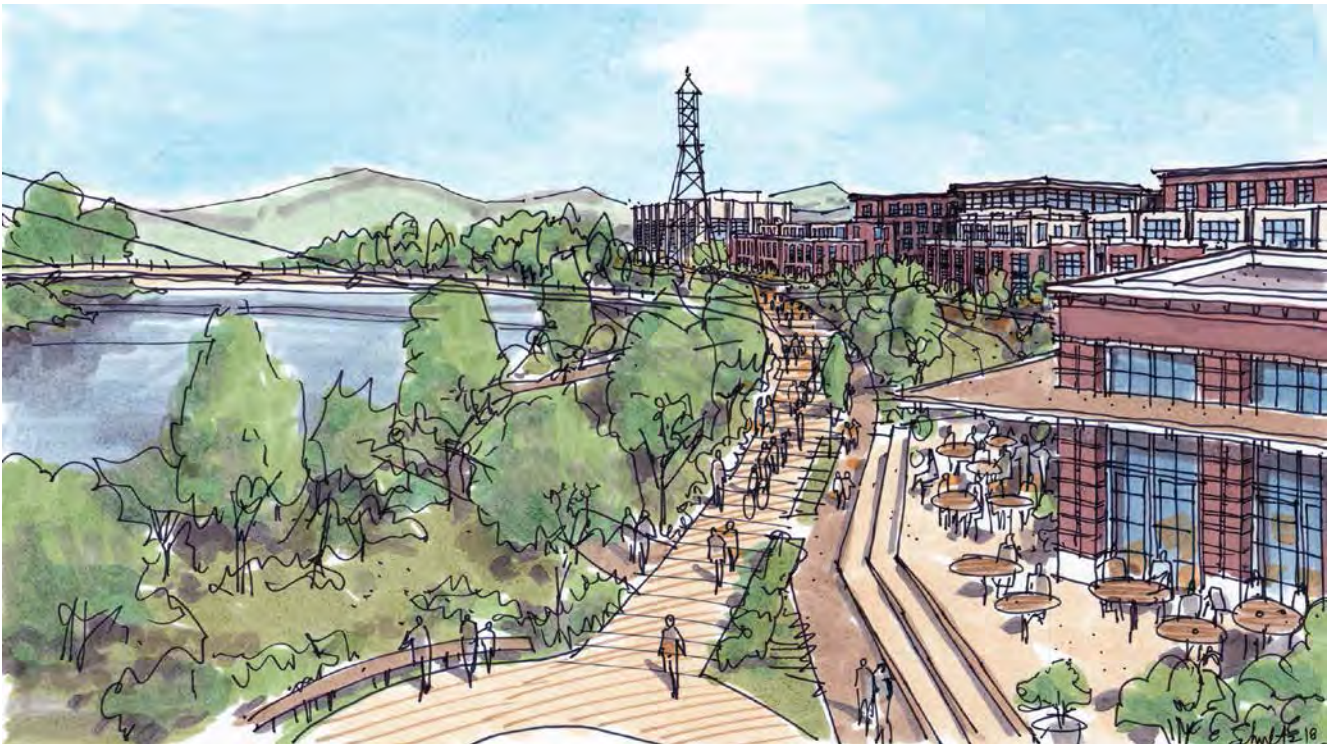
Should the Agency Board approve the proposed terms, the Agency Board/Council would have the opportunity to discuss funding options in the fall and take action on a supplemental budget in December.

The Riverfront District spending limit (“maximum indebtedness”) is \$34.8 million. “Maximum indebtedness” is a spending cap over the life of the district. As of the FY19 Adopted Budget, after accounting for the Downtown Riverfront property purchase and the railroad quiet zone, the amount that remains unspent or uncommitted is approximately \$17.1 million.

Section 700 of the Riverfront Urban Renewal Plan requires that the Agency Board approve all projects, other than loans, in excess of \$250,000. This is in addition to the Agency Board’s budget review and approval process.



Cost-Benefit Analysis: Redeveloping the Downtown Riverfront Site



Updated July 3, 2018

Table of Contents

1	Executive Summary.....	1
1.1	<i>Fiscal impacts.....</i>	<i>1</i>
1.2	<i>Non-fiscal impacts.....</i>	<i>2</i>
2	Framework.....	5
2.1	<i>Description of the development.....</i>	<i>5</i>
3	Costs.....	5
4	Fiscal Impacts.....	7
4.1	<i>Property Taxes.....</i>	<i>7</i>
4.2	<i>Revenue-Parking.....</i>	<i>12</i>
4.3	<i>Revenue-Transient Room Taxes.....</i>	<i>12</i>
5	Other impacts.....	12
5.1	<i>Overall Development of Downtown Riverfront Site.....</i>	<i>13</i>
5.2	<i>Riverfront Park.....</i>	<i>17</i>
5.3	<i>Bike Path.....</i>	<i>20</i>
5.4	<i>Quiet Zone.....</i>	<i>22</i>
5.5	<i>Enhanced Pedestrian Environment.....</i>	<i>24</i>
5.6	<i>Historic Preservation of Steam Plant.....</i>	<i>25</i>
5.7	<i>Affordable Housing.....</i>	<i>26</i>

1 Executive Summary

This report's primary purpose is to help the City of Eugene's Urban Renewal Agency (Agency) understand the long-term impacts of redeveloping the Downtown Riverfront site in partnership with Williams/Dame & Associates (WDA). The analysis assumes the redevelopment will be consistent with the WDA concept plan, as presented to the Agency Board on January 31, 2018, and the estimated costs of public infrastructure and private construction based on the proposed terms presented to the Agency Board on May 29, 2018.

The costs of the development fall into three broad categories:

- City and the Agency's direct costs associated with the overall site redevelopment is about \$12.2 million. These investments fund the purchase of property (Steam Plant, roads, commercial parcels, and plaza) and basic infrastructure (roads and utilities) to serve the Downtown Riverfront neighborhood.
- City and the Agency's direct costs for community assets (investments that will be made independent of the proposed WDA redevelopment) about \$13.7 million. These investments include the 4-acre park and plaza and the Quiet Zone.
- Direct costs borne by WDA, about \$112.8 million. The investments include the construction of new buildings, the land, and the proportional share of basic infrastructure to serve the redevelopment.

1.1 Fiscal impacts

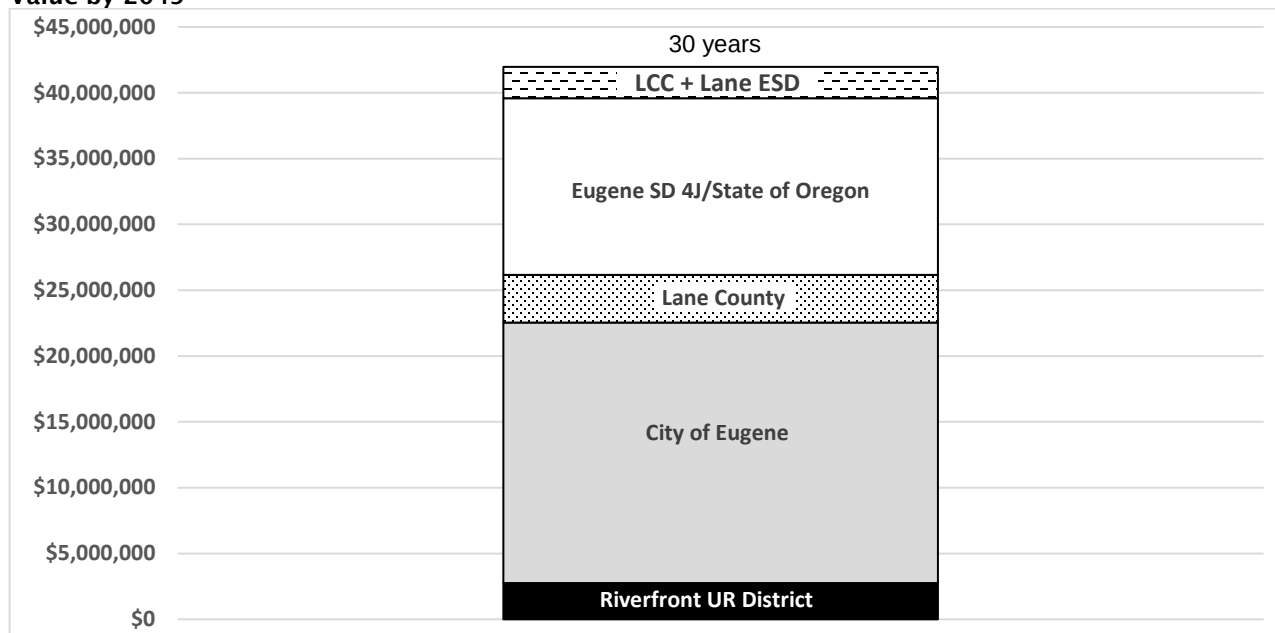
The site is currently in public ownership and generates almost no property tax revenue. The land in private ownership and new construction is expected to create about \$74 million in new assessed value to the community. The new private development on the site will generate property taxes over the long term that will benefit the affected taxing districts, including the City of Eugene, Lane County, and Lane Community College. Although the new private development will also generate additional property taxes for School District 4J and Lane Education Service District (ESD), the net impact on these schools will likely be minimal due to the State of Oregon's school funding formula.

To estimate tax revenue over time, the model assumes that from 2021 to 2023, land and new buildings (hotel, townhomes, and commercial) come onto the tax rolls. The model also incorporates a 10-year Multi-Unit Property Tax Exemption (MUPTEx) for the three multi-family rental properties (the land under those buildings will generate tax revenue). The value of the tax exemption is estimated to be a total of \$4.7 million for the 10-year period.

The model estimates tax revenue of the Riverfront Urban Renewal District (District) through 2024, the year the District is scheduled to sunset. It estimates revenue to overlapping taxing districts from 2025 to 2049, a 30-year period.

- In 2024, the redevelopment is expected to generate about \$900,000 to the District.
- In 2025, after the District sunsets, the redevelopment will generate \$390,000 to the City of Eugene and \$70,000 to Lane County.
- By 2033, all three MUPTExes have expired and the redevelopment will generate \$740,000 to the City of Eugene (of which \$230,000 is generated by the multi-family rental properties) and \$130,000 to Lane County.

Figure 1. Estimated Cumulative Tax Revenue from Local District's Permanent Tax Rates New Assessed Value by 2049



Tax revenue from new assessed value generated by the permanent tax rates for School District 4J and Lane ESD is largely an impact on the State's budget because K-12 schools are mainly funded on a per-pupil funding formula (rather than by the level of property tax dollars generated within their boundaries). The State determines how much money must be allocated for the education of each pupil across the state. If more funds are available through local school property taxes, the State would have additional dollars to allocate as it chooses. In other words, the State can choose to allocate any extra money to education or to some other budgetary priority. If the State chooses to keep the money in education, some of that money would return to Eugene schools based on the applicable statewide school funding formula and the rest would be distributed to school districts across Oregon. Staff estimate that the new development will generate about \$270,000 in 2025 and \$500,000 in 2033 resulting from Eugene School District 4J's permanent tax rate.

Figure 1 shows that from 2019 to 2049, the new development will have generated about \$42 million in property taxes to the District, the City, Lane County, School District 4J, LCC, and Lane ESD combined. The District will have collected about \$2.8 million from the new development by the time the District sunsets in 2024. From 2025 through 2049, permanent tax rates for local districts will generate the following amounts:

- The City of Eugene will have collected about \$19.8 million.
- Lane County will have collected about \$3.6 million.
- School District 4J will have collected about \$13.4 million.
- LCC and Lane ESD will have collected about \$2.4 million.

1.2 Non-fiscal impacts

To describe the non-fiscal impacts, staff relied on the Triple Bottom Line (TBL) framework to help consider the social equity, environmental health, and economic prosperity impacts associated with redeveloping the Downtown Riverfront site. The non-fiscal impacts of the WDA concept plan have many positive elements and limited downside consequences. The following are the key findings of the TBL analysis:

- *Benefits of development without displacement.* With the history of industrial uses on the site, new development will not push out vulnerable populations. Instead, it will contribute jobs and housing for a variety of income levels, including affordable housing for low-income households.
- *Creation of a 20-minute neighborhood.* The mixed-use character of the development, along with the street improvements, park, and proximity to downtown, will establish a new neighborhood with greater connectivity and opportunities for auto-free travel and lifestyle.
- *Multiple economic benefits from a showcase destination development.* The project promises a variety of economic benefits, both in the short and long term, including jobs, tourism, retail, and other commercial activity. These will contribute to the growing economic vitality of Eugene's downtown.
- *Significant addition to cultural identity and place-making.* The project location and design embraces the city's relationship to the Willamette River and creates an inviting, accessible shared space that can be a source of civic pride and identity.
- *Environmental benefits of contaminated-site restoration.* Development of the site will address contamination from historic practices, enhance stormwater treatment, and restore the site to a productive and safe use. In addition the development of the park will improve riverbank riparian habitat conditions and provide new greenspace, trees, and stormwater treatment on a previously industrialized site.

The planned development helps the City meet many of the goals articulated in *Envision Eugene*:

- Promote compact urban development and efficient transportation options.
 - Integrate new development and redevelopment in the downtown, in key transit corridors and in core commercial areas.
 - Meet the 20-year multi-family housing need within the existing Urban Growth Boundary.
 - Make compact urban development easier in the downtown, on key transit corridors, and in core commercial areas.
- Provide housing affordable to all income levels.
- Protect, repair, and enhance neighborhood livability.
- Protect, restore, and enhance natural resources.

Table 1 on the next page summarizes the different impacts within the TBL framework (please see full report for more detailed description of the impacts). The analysis shows that almost all impacts are positive, with very few negative impacts. This positive assessment largely results from the fact that the analysis compares the redevelopment to the site's current condition. The site is currently a mostly paved vacant site with contaminated soil. The riparian area is in poor condition. Redeveloping the site will improve environmental conditions from the current state and create a new compact neighborhood within walking distance to services and the downtown and the University of Oregon, two major employment centers.

Table 1. Summary of Social Equity, Environmental Health, and Economic Prosperity Impacts

Investment	Description	Social Equity	Environmental Health	Economic Prosperity
Overall development of Downtown Riverfront Site	\$100 million of private investment in new residential, commercial structures, and privately owned open space under the viaduct available to the public.	<ul style="list-style-type: none"> + Improve community access to the river + Enhance culture and education at the river + Improve connectivity for all transportation modes + Expand housing and employment opportunities + Complement downtown revitalization + Enhance residents' recreational opportunities 	<ul style="list-style-type: none"> — Increase energy and materials use during construction + Decrease average miles driven, carbon emissions, and other auto-oriented pollutants + Reduce and treat stormwater runoff + Remediate industrial contamination + Create a compact urban form 	<ul style="list-style-type: none"> + Create about 1,260 direct and secondary jobs and associated income during construction period; creates long-term jobs at hotel and other commercial spaces + Enhance tourism and transient room tax revenues + Create cost efficiencies for urban services
Downtown Riverfront Park	Design and construct a 4-acre City-owned park on Willamette River.	<ul style="list-style-type: none"> + Enhance residents' recreational opportunities + Improve access to Willamette River + Contribute to community cohesion + Positive effect on health 	<ul style="list-style-type: none"> — Increase energy and materials use during construction + Reduce and treat stormwater runoff + Reduce energy consumption + Enhance habitat in riparian area + Positive effect on air quality 	<ul style="list-style-type: none"> - Increase costs for security and maintenance + Create about 110 jobs and associated income during construction period + Increase property values + Enhance tourism and transient room tax revenues
Bike Path	Design and improve Bike Path throughout Downtown Riverfront site.	<ul style="list-style-type: none"> + Improve connectivity and access to riverfront and downtown core + Increase opportunities to improve health 	<ul style="list-style-type: none"> — Increase energy and materials use during construction + Decrease average miles driven, carbon emissions, and other auto-oriented pollutants 	<ul style="list-style-type: none"> + Create about 10 jobs and associated income for every \$1 million of path construction expenditure during construction period
Quiet Zone	Enhance safety at RR crossings to meet federal standards to eliminate train horn noise (which has a minimum of 96 decibels). Project includes 10 crossings: 8 th Avenue, High Street, Pearl Street, and 7 additional crossings west of the Downtown Riverfront site.	<ul style="list-style-type: none"> + Increase safety at railroad crossings + Improve access to riverfront site + Diminish noise + Improve health + Addresses HUD requirements for noise levels adjacent to affordable housing in and around the Downtown Riverfront site 	<ul style="list-style-type: none"> — Increase energy and materials use during construction + Implement management of contaminated MGP site 	<ul style="list-style-type: none"> + Create about 35 jobs and associated income during construction period + Provide essential access to riverfront site (8th Avenue crossing and roundabout) + Reduce construction costs of development
Enhanced Pedestrian Environment	Improvements to streets above basic street requirements.	<ul style="list-style-type: none"> + Enhance the public experience + Positive effect on health 	<ul style="list-style-type: none"> + Reduce and treat stormwater runoff + Reduce energy consumption + Positive effect on air quality 	<ul style="list-style-type: none"> + Enhance financial viability of the development overall
Historic Preservation of Steam Plant	Seismic upgrades and other repairs of Steam Plant.	<ul style="list-style-type: none"> + Enhance cultural identity 	<ul style="list-style-type: none"> + Conserve existing resources 	<ul style="list-style-type: none"> — Cost of rehabilitation may exceed economic value of the structures
Affordable Housing	New housing in the District that is specifically targeted to low income households.	<ul style="list-style-type: none"> + Increase location choices for low-income households + Reduce dependency on automobiles + Reduce commute times + Provide access to goods and services + Improved standard of living positively affects health 	<ul style="list-style-type: none"> — Increase energy and materials use during construction + Decrease average miles driven, carbon emissions, and other auto-oriented pollutants 	<ul style="list-style-type: none"> + Create about 15 jobs and associated income for every \$1 million of multi-family construction expenditure during construction period + Increase consumption spending + / - Varying impact on property values

2 Framework

This report's primary purpose is to help the Agency understand the long-term impacts of redeveloping the Downtown Riverfront site in partnership with WDA. The analysis assumes the redevelopment will be consistent with the WDA concept plan, as presented to the Agency Board on January 31, 2018, and the estimated costs of public infrastructure and private construction based on the proposed terms presented to the Agency Board on May 29, 2018. The Agency Board is scheduled to hold a public hearing June 25 and work session on July 9 for the proposed terms.

The analysis estimates the costs and benefits in the short and long term. To estimate the net impacts of redeveloping the site, the costs and benefits of one possible future must be compared to the costs and benefits that would occur in a different future. This analysis compares a future based on redeveloping the Downtown Riverfront site in accordance with the conceptual site plan developed by WDA to a future where no redevelopment occurs.

2.1 Description of the development

This cost-benefit analysis is based on the conceptual site plan for a Downtown Riverfront neighborhood developed by WDA with SERA Architects and the proposed terms presented to the Agency Board on May 29, 2018. At this time, WDA wants to purchase or lease 8.98 acres from the Agency. They intend to construct a mix of building use types:

- 70 townhouses
- 215 multi-family units
- 125-room hotel
- 14,000 square feet of commercial space
- 0.32-acre viaduct open space, privately owned and publicly accessible
- Restaurant and commercial space (on leased land)

The restaurant and commercial space will be on land owned by the City or the Agency, and leased to WDA to construct a privately owned building on the sites.

The analysis also takes into account impacts associated with development that will not be owned by WDA:

- 4-acre Riverfront Park (includes a 1-acre plaza)
- 75 to 90-unit (estimated) affordable housing building
- Steam Plant

The Riverfront Park will be owned and managed as a component of the City's park system.

3 Costs

The analysis includes two types of direct costs borne by the City and the Agency: those investments that primarily will benefit the Downtown Riverfront neighborhood, including the hotel, restaurants, and residences; and investments in the site to develop community assets, including the park, affordable housing, the Steam Plant, and the Quiet Zone, which will be made independent of the proposed WDA redevelopment.

The table and figure below show the following:

- City and the Agency's direct costs associated with the private investment in new construction, about \$12.2 million. These investments fund the purchase of property (Steam Plant, roads, commercial parcels, and plaza) and basic infrastructure (roads and utilities) to serve the Downtown Riverfront neighborhood.
- City and the Agency's direct costs for community assets, investments that will be made independent of the proposed WDA redevelopment, about \$13.7 million. These investments include the 4-acre park/plaza and the Quiet Zone.
- Direct costs borne by WDA, about \$112.8 million. The investments include the construction of new buildings, the land, and the proportional share of basic infrastructure to serve the redevelopment.

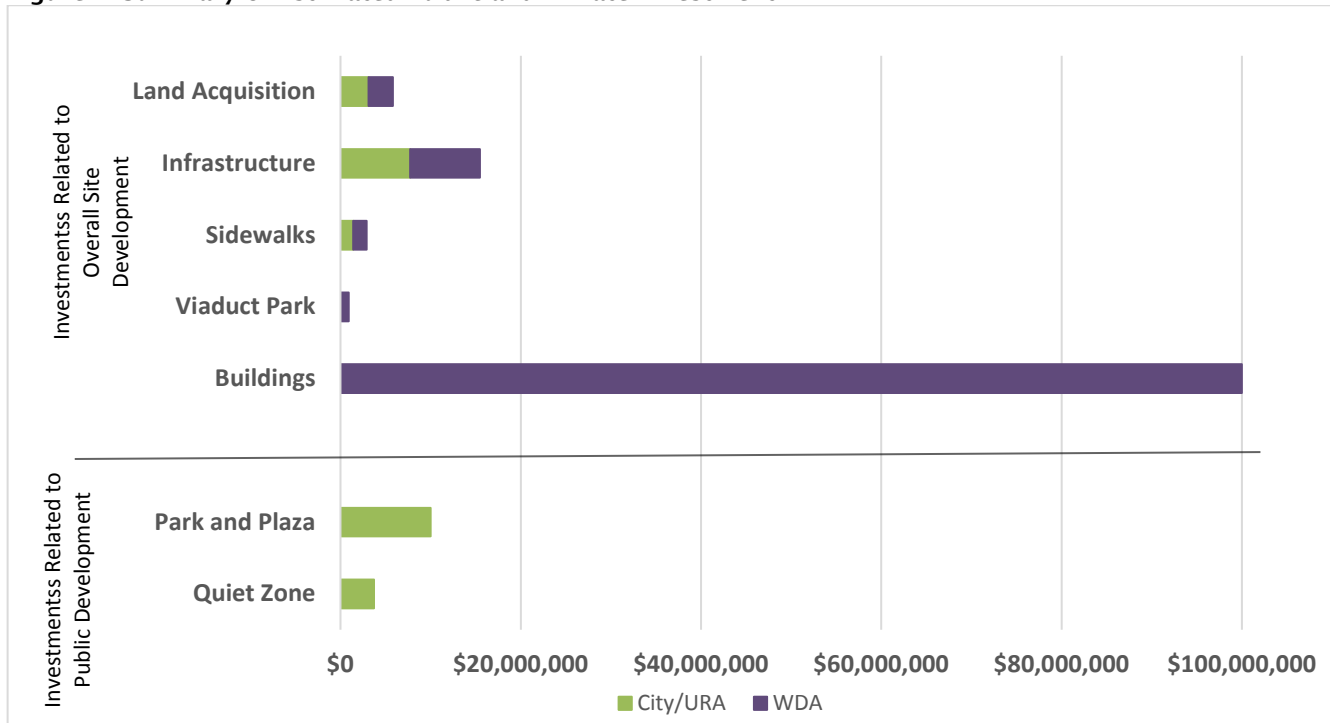
Table 2. Summary of Estimated Public and Private Investment

	City/URA Investment	WDA Investment	Total
Investments Related to Overall Site Development			
Land Acquisition	\$3,100,000	\$2,700,000	\$5,800,000
Infrastructure*	\$7,725,000	\$7,725,000	\$15,450,000
Sidewalks*	\$1,400,000	\$1,500,000	\$2,900,000
Viaduct Park*	\$0	\$900,000	\$900,000
Sub-total	\$12,225,000	\$12,825,000	\$25,050,000
Investments Related to Private Development			
Buildings*	\$0	\$100,000,000	\$100,000,000
Sub-total	\$0	\$100,000,000	\$100,000,000
Investments Related to Public Development			
Park*	\$10,000,000	\$0	\$10,000,000
Quiet Zone	\$3,700,000	\$0	\$3,700,000
Sub-total	\$13,700,000	\$0	\$13,700,000
Total Investment	\$25,925,000	\$112,825,000	\$138,750,000

* Preliminary Estimate

Total costs borne by the City/Agency are about \$25.9 million. Over half of those costs are investments in infrastructure that will benefit the community at large, including the park itself and utilities and streets needed to serve and access the park. The portion related to the overall site development are those investments that will leverage private investment from WDA into the redevelopment site, as well as investment in the Steam Plant and the affordable housing project.

Figure 2. Summary of Estimated Public and Private Investment



WDA's land acquisition proposed price (\$7.95 per square or \$2.7 million) is based on the value for unimproved land that the Agency paid to purchase it from the Eugene Water and Electric Board (EWEB) in April. The City/Agency land acquisition cost of \$3.1 million was spent from Agency funds in April 2018 and is for the Steam Plant, the 1-acre plaza that will be added to the park, lots 6 and 8 that are to be ground leased for commercial use, and the streets, which will remain publicly owned.

The City's investments will also support development of the affordable housing building and the redevelopment of the Steam Plant. The Agency's purchase of the land from EWEB was the primary investment made by the Agency in support of those projects.

4 Fiscal Impacts

Redeveloping the site will have direct fiscal impacts to the Agency and the City. The revenues include property tax revenue, Transient Room Tax revenue, and parking revenue from on-street spaces.

4.1 Property Taxes

The site has been owned by EWEB for decades. As a public agency, EWEB does not pay property taxes on its real property, thus the site has generated almost no property tax revenue. The parcel at the southeast corner of 4th Avenue and High Street is leased by a private party, and that parcel had a taxable value of \$1.0 million in 2017. This analysis calculates the property tax revenue generated by converting the land WDA wants to acquire and lease to private ownership and the development of new construction at the site.

Property tax revenue in Oregon is determined by multiplying the property tax rate for a taxing district by a property's assessed value. In Oregon, "assessed value" is not directly tied to a property's appraised real market value. To calculate the assessed value, the "changed property ratio" is applied to the appraised real market value. The changed property ratio is the average percentage difference of like properties (single-family residential, multi-family residential, commercial) between real market value and assessed value, as calculated and reported by the County Assessor.

The Downtown Riverfront site lies in the Riverfront Urban Renewal District (District), which collects tax revenue from the overlapping taxing districts (including City of Eugene, Lane County, School District 4J, Lane Community College, and Lane Educational Service District) on new assessed value (known as “increment”) that is added to the tax rolls during the existence of the District. At this site, the increment associated with the redevelopment includes the land and new construction.

To estimate the assessed value of the improved land, staff relied on data from the Lane County Assessor. Nearby properties directly to the north of the site have an average real market value of \$1.32 million per acre. Staff applied this figure to the 8.98 acres the WDA wants to purchase or ground lease. Staff evenly split the WDA acreage into three uses: single-family residential, multi-family residential, commercial. The even split across the uses is a rough estimate of how the land will be used as it is developed, based on WDA’s proposed concept. The analysis does not include the two parcels that WDA wants to remain in public ownership, and the development will lease the ground from the Agency.

Staff then applied the appropriate changed property ratio for each use to calculate the assessed value. Table 3 below shows the acres and estimated real market and assessed values of the improved land only.

Table 3. Estimate of New Assessed Value: Improved Land Only

	Acres*	Real Market Value	Changed Property Ratio	Assessed Value
Townhouses-Land	3.0	\$3,954,000	0.739	\$2,922,000
Multi-Family-Land	3.0	\$3,954,000	0.592	\$2,341,000
Hotel/Commercial-Land	3.0	\$3,954,000	0.659	\$2,606,000
Total Land	9.0	\$11,862,000		\$7,869,000

For the new buildings, staff used the estimated value of construction by use, as provided by WDA, to estimate the real market value. Staff then applied the appropriate changed property ratio for each use to calculate the assessed value. Table 4 below shows the different building types, their estimated real market and assessed values. This likely underestimates the assessed value, as it is based on the estimated cost of construction, and not the actual real market value when the structures come onto the tax rolls.

Table 4. Estimate of New Assessed Value: New Construction

	Real Market Value	Changed Property Ratio	Assessed Value
Townhouses-New Construction	\$38,570,000	0.739	\$28,503,000
Multi-Family-New Construction	\$40,805,000	0.592	\$24,157,000
Hotel/Commercial-New Construction	\$20,625,000	0.659	\$13,592,000
Total New Construction	\$100,000,000		\$66,252,000

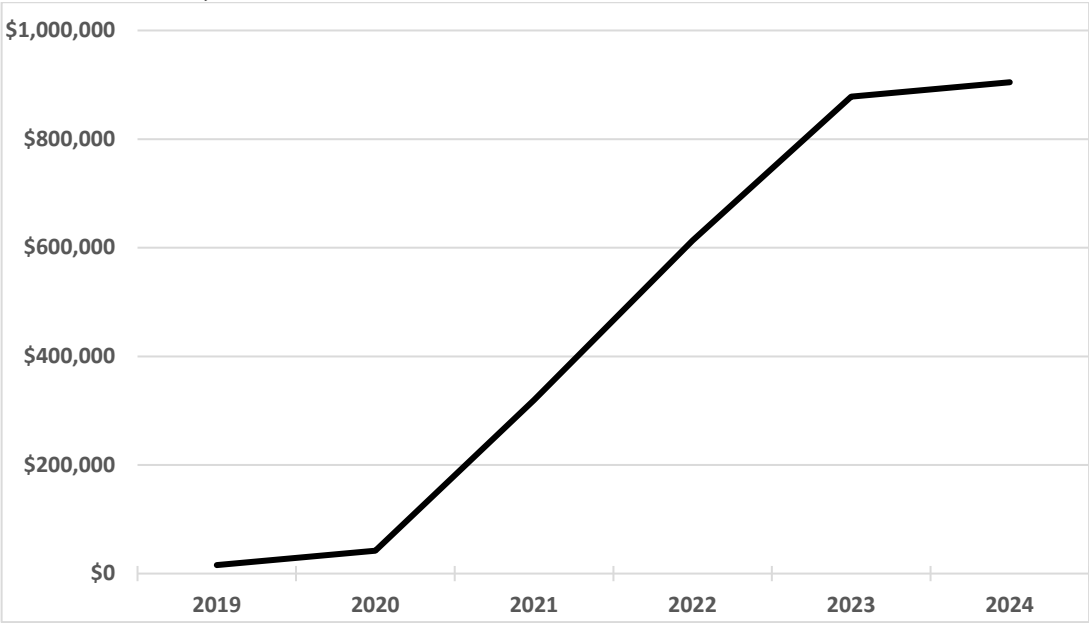
To calculate tax revenue, staff assumed the new assessed value associated with new construction will come on the tax rolls over a three-year period, from 2021 to 2023. Staff evenly split the new value over that three-year period, so that one-third becomes taxable in 2021, the next third in 2022, and the final third in 2023. The land comes on the tax rolls one year in advance of construction. Assessed value can increase by 3% per year, as allowed by Oregon state law.

The estimate of new assessed value does not include the Steam Plant redevelopment nor the parcel reserved for an affordable housing development.

The estimate of tax revenue does not include tax revenue associated with the value of the three multi-family buildings in their first 10 years, to account for the 10-year Multi-Unit Property Tax Exemption (MUPTE). WDA has stated it will pursue a MUPTE on the three eligible multi-family properties, which is subject to City Council approval.

The District currently generates \$16.6152 per \$1,000 of assessed value. Staff calculated the annual revenue generated by the Downtown Riverfront redevelopment, shown below in Figure 3.¹ The Figure shows the total revenue generated by the tax rates that are currently directed to the Riverfront UR District.

Figure 3. Estimated Annual Tax Revenue from New Assessed Value, Riverfront Urban Renewal District, 2019-2024



Note: Tax revenues are based on an assumed collection rate of 94%.

Figure 3 shows that the area generates almost no property tax revenue in 2019. The vacant land is primarily in public ownership which does not generate tax revenue. If the site is not developed, it will continue to generate almost no property tax revenue.

In 2020, about one-third of the land would transfer to in private ownership, generating about \$40,000 of new tax revenue. In 2024, the redevelopment is expected to generate about \$900,000 to the District. The total tax revenue is affected by three key assumptions:

- From 2021 to 2023, land and new buildings come onto the tax rolls.²
- The three multi-family rental properties would be exempt from property taxes, assuming they would receive a MUPTE (but the land under those buildings will generate tax revenue). The analysis assumes one multi-family building is built per year from 2020 to 2023, each building is exempt for 10 years, and the three multi-family buildings come onto the tax rolls from 2030 to 2033. For this analysis, the value of the tax exemption is estimated to be a total of \$4.7 million for the 10-year period.

¹ Staff applied an assumed collection rate for property taxes of 94% to calculate estimate tax revenues.

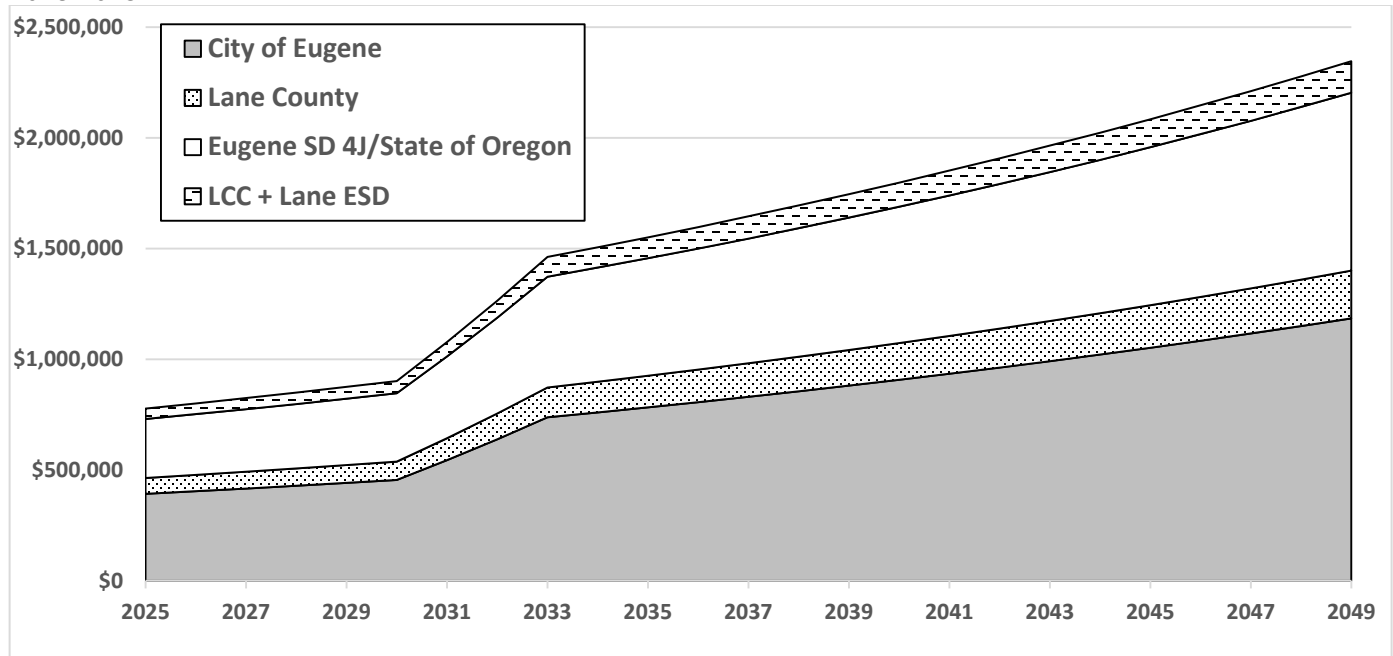
² The analysis estimates tax revenue per year and does not distinguish between calendar and fiscal year. The timing of the land purchase and construction completion dates can affect the tax value in its first year of being on the tax rolls. This analysis does not attempt to estimate values at such a precise level of detail.

- Assessed value increases 3% per year, as allowed under Oregon state law.

Figure 4 shows annual tax revenue to the City of Eugene, Lane County, Eugene School District 4, LCC, and Lane ESD after 2024 (when the District is scheduled to sunset). The tax revenue in Figure 4 is generated from each local district's permanent tax rate.

- In 2025, after the District sunsets, the redevelopment will generate \$390,000 to the City of Eugene and \$70,000 to Lane County.
- By 2033, all three MUPTEs have expired and the redevelopment will generate \$740,000 to the City of Eugene (of which \$230,000 is generated by the multi-family rental properties) and \$130,000 to Lane County.
- Tax revenue from new assessed value generated by the permanent tax rates for School District 4J and Lane ESD is largely an impact on the State's budget because K-12 schools are mainly funded on a per-pupil funding formula (rather than by the level of property tax dollars generated within their boundaries). The State determines how much money must be allocated for the education of each pupil across the state. If more funds are available through local school property taxes, the State would have additional dollars to allocate as it chooses. In other words, the State can choose to allocate any extra money to education or to some other budgetary priority. If the State chooses to keep the money in education, some of that money would return to Eugene schools based on the applicable statewide school funding formula and the rest would be distributed to school districts across Oregon. Staff estimate that the new development will generate about \$270,000 in 2025 and \$500,000 in 2033 resulting from Eugene School District 4J's permanent tax rate.

Figure 4. Estimated Annual Tax Revenue to Local Districts' Permanent Tax Rates from New Assessed Value, 2025-2049



Note: Tax revenues are based on an assumed collection rate of 94%.

Figure 5 shows that from 2019 to 2049, the new development will have generated about \$42 million in property taxes to the District, the City, Lane County, School District 4J, LCC, and Lane ESD combined. The District will have collected about \$2.8 million from the new development by the time the District sunsets in 2024. From 2025 through 2049, permanent tax rates for local districts will generate the following amounts:

- The City of Eugene will have collected about \$19.8 million.
- Lane County will have collected about \$3.6 million.
- School District 4J will have collected about \$13.4 million.³
- LCC and Lane ESD will have collected about \$2.4 million.

Figure 5. Estimated Cumulative Tax Revenue from Local District's Permanent Tax Rates New Assessed Value by 2049



Note: Tax revenues are based on an assumed collection rate of 94%.

The new development will also generate tax revenue to General Obligation bonds and Local Option levies. The estimated revenue shown in Figure 4 and Figure 5 do not include the revenue directed to those levies.

³ Tax revenue from new assessed value generated by the permanent tax rates for School District 4J and Lane ESD is largely an impact on the State's budget, because K-12 schools are mainly funded on a per-pupil funding formula (rather than by the level of property tax dollars generated within their boundaries). The State determines how much money must be allocated for the education of each pupil across the state. If more funds are available through local school property taxes, the State would have additional dollars to allocate as it chooses.

- Tax revenue directed to General Obligation bonds will help pay the annual levied amount. New tax revenue will reduce the tax burden borne by other properties in affected taxing districts.
- Local Option levies are short term and will expire within a few years.

4.2 Revenue-Parking

The redevelopment will include about 200 on-street parking spaces. An on-street space generates about \$2,000 per year in gross revenue and costs about \$200 per year to patrol. The net annual revenue will be approximately \$1,800 per space, or \$360,000 per year in total parking revenue on the redeveloped site. Parking revenues support the City's parking program and on-going maintenance of structured parking facilities.

4.3 Revenue-Transient Room Taxes

The City of Eugene imposes a 4.5% Transient Room Tax (TRT) on all overnight stays in the city. The WDA redevelopment plan will increase TRT revenues in two ways.

The WDA redevelopment plan includes a 125-room hotel, which will directly generate TRT revenue. The actual TRT generated by the hotel depends on price per room and occupancy rates. At this time, staff do not have information about expected room rates. Travel Lane County provided data regarding the average revenue per available room in Eugene. The average revenue per available room in Eugene in 2017 (through October) was \$81.92. Applying this figure to the 125 rooms at the planned hotel, the hotel would generate \$3.7 million in annual gross revenue, yielding about \$169,000 per year in TRT. However, it is important to note that the planned hotel is unlikely to increase total TRT by that amount. Travel Lane County reports that the existing hotel-room supply is inadequate for some parts of the year. This hotel will expand supply and increase the overall availability of hotel rooms. The new hotel will likely take some of the existing market share; some of the TRT generated by existing hotels will simply shift to the new hotel. It is beyond the scope of this study to calculate the portion of the new hotel's revenue that will be actual growth in demand.

The development on the riverfront site will contribute to the community's overall identity as a visitor destination in a positive way. It will enhance the appeal of the Eugene area for tourism. The site's proximity to major athletic venues, including Autzen Stadium and Hayward Field, make it an obvious destination for visitors attending athletic events. The improved access for all transportation modes will ensure that the park and potential restaurants and retail will attract the visitors before and after the athletic events, enhancing the visitor experience and generate increased business sales. To the degree that the Eugene area increases its appeal as a visitor destination, hotel revenue will increase, which will in turn yield increased revenues from the TRT.

5 Other impacts

To describe the non-fiscal impacts, staff relied on the Triple Bottom Line (TBL) framework to help consider the social equity, environmental health, and economic prosperity impacts associated with redeveloping the Downtown Riverfront site. Public investments in the area will affect the long-term outcome of the development and the TBL impacts analysis will help the Agency understand the short-term and long-term implications of potential investments.

This section describes the impacts of development of the site as a whole. Staff also assess the impacts for the following specific elements of the redevelopment:

- Riverfront Park and Plaza

- Bike path
- Quiet Zone
- Enhanced streets and sidewalks
- Historic preservation of Steam Plant
- Affordable housing

5.1 Overall Development of Downtown Riverfront Site

This section describes the impacts associated with the overall development of the site. It is the combination of private investment with multiple public investments that will create a new riverfront neighborhood as a result of both public and private investments. After this section, staff describe the impacts that can be tied to specific public investments.

The new development will be part of a ‘20-minute neighborhood’, a place where residents have easy, convenient access to many of the places and services they use daily including grocery stores, restaurants, and parks, without relying heavily on a car. As described by the City of Eugene’s Office of Sustainability, 20-minute neighborhoods are characterized by a vibrant mix of commercial and residential uses all within an easy walk. They have higher concentrations of people and are complete with the sidewalks, bike lanes and bus routes that support a variety of transportation options. They are an important strategy for reducing reliance on the automobile, lowering transportation costs, and reducing our community’s greenhouse gas emissions. In addition, walkable neighborhoods improve public health, help residents save money as they spend less on driving, and improve access to daily needs.

The development also plays a significant role in place-making. As described in a TBL tool for economic development, place-making:

...creates inviting and distinctive spaces where people want to live, work and play. Place-making can contribute to the financial bottom line through increased property value, tourism receipts and firm recruitment and retention...Preserving and enhancing cultural and historic resources can contribute to economic vitality. In addition, community well-being may be improved if these resources contribute to civic pride, a sense of identity and connection, and well-utilized public spaces⁴.

Social Equity – Overall

Improve community access to the river

As described in the *EWEB Riverfront Master Plan*, over 20 years of planning documents and community efforts have identified the Downtown Riverfront site as the place where the city should meet the river. An investment in the park, bike path, and streets will create new access to the Willamette River in the city center, creating recreational and health benefits for the public that are both immediate and long lasting. The Eugene community places significant value on the ability to access neighborhood parks, open space, and nearby nature to bicycle, walk, attend events, eat lunch, and experience the river. A newly created riverfront park is expected to attract hundreds of visitors per day, providing health, well-being, and quality of life benefits for the community. Staff describe benefits specifically associated with the riverfront park in the section below.

⁴ Hammer, J., G. Pivo, I. Goldstein, and M. McCullough. *The Triple Bottom Line for Economic Development: A Practitioner’s Guide*. US Economic Development Administration. January 2015.

Enhance culture and education at the river

The redevelopment site is the only property within the *Eugene Downtown Plan* area that is immediately adjacent to the river, and can serve as the community's living classroom for local history and rich natural habitat. For over 100 years, the EWEB operations facility and the former Agripac industrial use have been an obstacle to the community's access to the river from downtown. For decades, the community's vision for the riverfront focused on creating a place where residents and visitors come to live, work, recreate, attend cultural and educational events, and reinforce civic identity and local pride. Creating an accessible neighborhood along the Willamette River will enhance Eugene's civic identity as a city on the river. The *EWEB Riverfront Master Plan* identifies the open space along the river as a place to teach and inspire inquiry into the community's history, in a variety of ways and at a variety of scales.

Improve connectivity for all transportation modes

The transportation improvements include an improved bike path with good connectivity to the downtown core, a street-grade railroad crossing and roundabout on 8th Avenue, and an extension of 5th Avenue into the redevelopment site. The new roads and paths will enable access to the new development, the new park, and the Willamette River. Constructing the new transportation routes are consistent with concurrent planning efforts, including the *Climate & Energy Action Plan* and the *Willamette Open Space Visioning Project*.

Expand housing and employment opportunities

The urban development in the redevelopment site will create opportunities for households to live within walking distance to the Willamette River, the downtown core, and the University of Oregon. The development plan includes affordable and market-rate housing, so households across the income spectrum will have housing choices in the area, helping to achieve the Envision Eugene goal of providing housing affordable for all. The development plan includes almost 400 new housing units, including 75-90 units of Affordable housing, which helps the City achieve its stated Envision Eugene goal of increasing the number of housing units in the downtown core by 1,000 units. The site will offer proximity to employment centers, retail goods and services, views of the river, and recreational activities that are not currently available in Eugene.

Complement downtown revitalization

Most of the planned development will be housing. The new housing will increase the number of people living within walking distance to the downtown, which will complement existing commercial activity, thereby enhancing the continued investment and activity in downtown. The enhanced amenities along the riverfront and improved urban design connections to the rest of downtown will realize the *Eugene Downtown Plan* vision for downtown as an active, strong urban core connected to the river.

Contribute to Envision Eugene Goals

The planned development helps the City meet many of the goals articulated in Envision Eugene:

- Promote compact urban development and efficient transportation options.
 - Integrate new development and redevelopment in the downtown, in key transit corridors and in core commercial areas.
 - Meet the 20-year multi-family housing need within the existing Urban Growth Boundary.
 - Make compact urban development easier in the downtown, on key transit corridors, and in core commercial areas.
- Provide housing affordable to all income levels.
- Protect, repair, and enhance neighborhood livability.
- Protect, restore, and enhance natural resources.

Environmental Health – Overall

Increase energy and materials use during construction period

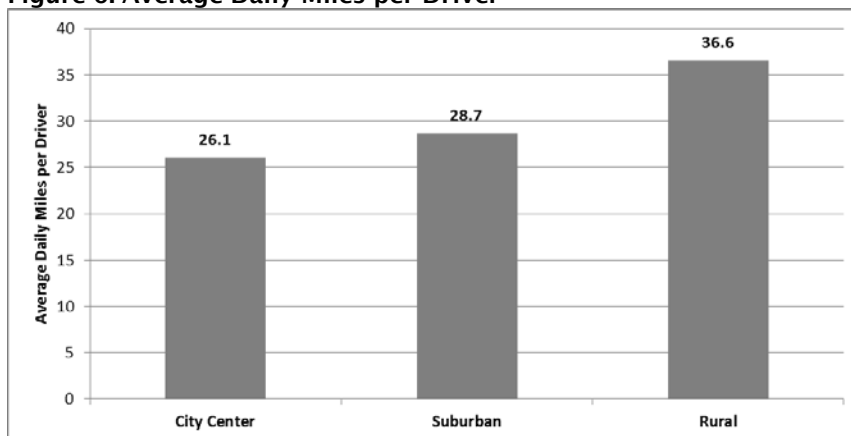
The construction of the infrastructure and new buildings will consume natural resources, including gravel, concrete, wood, steel, and other materials. The construction equipment will generate greenhouse gasses and other emissions. It is important to note that any new development will generate similar negative impacts, but because this area will be a centrally located, compact neighborhood, this development makes it likely that residents and businesses in the area will consume fewer resources over the long term.

Decrease average miles driven, carbon emissions, and other auto-oriented pollutants

A high priority action item within the *Eugene Climate and Energy Action Plan* is to increase density around the urban core and along high-capacity transit corridors. The Action Plan indicates that increasing the density of development around the urban center is an effective strategy for reducing fossil fuel use and greenhouse gas emissions. As a centrally located, compact neighborhood, the riverfront development will reduce average energy consumption over the long term.

National data show that individuals living in city centers drive, on average, fewer miles than individuals in other parts of a community. Figure 6 below shows that individuals drive 2.5 fewer miles per day than individuals in suburban parts of a community, and 10.5 fewer miles per day than individuals who live in rural areas.

Figure 6. Average Daily Miles per Driver



National Household Travel Survey, 2009, as reported in Transportation Energy Data Book, Figure 8.5 from Oak Ridge National Laboratory. July 2014.

Dense, mixed-use development near the downtown and University of Oregon will increase housing opportunities within close proximity to employment and retail services and cultural venues, decreasing average miles driven per Eugene resident. This will result in lower per capita carbon emissions and other automobile emissions (including carbon monoxide, nitrogen oxides, sulfur oxide, and particulate matter).

Reduce and treat stormwater runoff

The existing riparian river edge will be enhanced, providing significant habitat and ecological connectivity for a healthier environmental balance. To manage stormwater, the new park and landscaped areas will reduce the negative impacts of urban runoff typically associated with large volumes of untreated runoff and the release of harmful chemicals into waterways. To manage stormwater, the sidewalks will integrate green infrastructure.

The *EWEB Riverfront Master Plan* shows almost all (93%) of the redevelopment site in its current configuration is covered with impervious surfaces, creating 16.4 million gallons of stormwater runoff annually. Redeveloping the site will sustainably manage the property's storm water runoff through collection, retention and cleansing. The result will reduce runoff by an estimated 19% to 65% by conserving water for human use, ground water recharge, filtration and habitat creation. These stormwater enhancements will reduce the amount of impervious surface on the property and represent potential storm water management cost savings for the City.

Remediate industrial contamination

The site has been in industrial use for over 100 years. Environmental assessments found petroleum, arsenic, and polychlorinated biphenyl (PCBs) on site. The most contaminated areas have been remediated since 2015, but the site still has some contaminated soil. The Oregon Department of Environmental Quality (DEQ) has approved a Contaminated Media Management Plan (CMMP) as part of the letter of No Further Action (NFA), which provides direction for soils management during any ground-breaking activity. Contaminated soils will be managed to minimize exposure during the construction period and as it becomes occupied. Some contaminated soils may be moved offsite to an authorized disposal facility and the new buildings and roads will effectively cap the soil, limiting exposure to safe levels.

Create a compact urban form

Development on the Downtown Riverfront site will follow the *EWEB Riverfront Master Plan* and will be a dense, urban development. The compact urban form on the site will reduce pressure to build housing and commercial space on land elsewhere in the region. The compact urban form on the riverfront site will help preserve existing open space and agricultural lands, which helps the community achieve the Envision Eugene goal "Promote compact urban development and efficient transportation options."

Economic Prosperity – Overall

Create jobs and income during construction period

Constructing the residential and commercial structures will generate short-term jobs and associated income. Using an input-output model to estimate the number of jobs and income impacts associated with construction expenditures, City staff found that the residential and commercial construction will directly generate approximately 540 jobs with an average annual wage of \$61,000. The construction activity will have ripple effects throughout the Lane County economy, generating an additional approximate 720 jobs with an average annual wage of \$36,000. In total, the private investment in residential and commercial structures will generate an estimated 1,260 jobs.⁵

Constructing the streets network will also generate short-term jobs and associated income. Constructing the 8th and Hilyard crossing will generate short-term jobs and associated income. Using an input-output model to estimate the number of jobs and income impacts associated with construction expenditures, City staff found that the \$15.45 million to construct the streets and other infrastructure will generate about 70 jobs with an average annual wage of \$61,000. The construction activity will have ripple effects throughout the Lane County economy, generating an additional 70 jobs with an average annual wage of \$42,000. In total, the streets and infrastructure construction will generate an estimated 140 jobs in Lane County.

⁵ City staff used the IMPLAN model throughout this analysis to conduct the input-output analysis to estimate jobs and wages. The jobs are short-term jobs specifically associated with construction expenditures. Incomes are in 2015 dollars.

Create jobs and income during operations period

The WDA concept plan includes a small amount of commercial space, a restaurant, and a hotel. These commercial facilities will generate jobs and associated income. At this time, staff are unable to estimate the expected jobs and income.

Increase tax revenue

Please refer to Section 4 above for a description of the fiscal impacts to the City and the Agency.

Create cost efficiencies for urban services

Intensively developing land inside the Urban Growth Boundary will be more cost effective by reducing the need for constructing new infrastructure, and creating service cost efficiencies.

5.2 Riverfront Park

The City of Eugene is working to design and construct a 4-acre park along the edge of the Willamette River. The park includes greenspace along the river and an open plaza.

Social Equity – Park

Enhance residents' recreational opportunities

The Riverfront Park will provide a direct benefit to the community's residents, as it will create a public space to enjoy the Willamette River within the urban core. Based on visitation rates of the City's existing park system, Park Planners at the City of Eugene estimate that the new riverfront park will have at least 1,000 visits per day.

Economists have developed methods to quantify the economic value of the direct use of public space. In the City of Eugene, Earth Economics recently calculated that Eugene's parks and natural areas provide \$21 million in recreational benefits each year.⁶

In Seattle, the Trust for Public Land conducted a survey to estimate the community's 'willingness to pay' for the recreation experience. That is, how much would the residents pay for similar experiences in commercial venues in the absence of public parks. The so-called 'direct use value' represents the amount of money residents save by not having to pay market rates to enjoy the parks. That study found that Seattle residents value general park use (such as playgrounds, trails, dog walking, and picnicking) at \$1.95 per visit and they value special uses (such as fishing, kayaking, gardening, festivals, concerts, and attractions) at \$6.77 per visit.⁷ These data show that residents place economic value on parks and the activities that occur within them and that specialized parks have particularly high value.

The presence of a new park in the riverfront site will create new value for Eugene's residents: It will be a new venue for general park use and a new specialized riverfront facility. To estimate the economic value to Eugonians, staff can apply a mid-range value from the Seattle study to the estimated 1,000 daily visits to the new park. If staff use \$3 per visit, the economic value of the new park equals \$1.1 million per year.

Improve access to Willamette River

The Willamette River is a hugely important amenity in the community and the park will create a new setting for viewing and accessing the river. Improved river access was one of the community's priorities

⁶ Earth Economics. Nature's Value: An Economic View of Eugene's Parks, Natural Areas, and Urban Forest. For the City of Eugene, Parks and Open Space Division. 2015.

⁷ Trust for Public Land. The Economic Benefits of Seattle's Park and Recreation System. March 2011.

identified in the *EWEB Riverfront Master Plan* process. The *Eugene Parks and Rec System Plan* also references better access to the Willamette as a specific goal to create more connections to and through parks and natural areas throughout the city. New roads into the site and the rebuilt bike path will provide the entire community significantly improved routes to the park and riverbank.

Contribute to community cohesion

Social gathering spaces, such as parks, schools, and churches, contribute to community cohesion. The institutions and places that make up the network of human relationships can make a neighborhood stronger, safer, and more successful. Parks offer opportunities for all ages and income levels in a community to communicate, interact, and learn.⁸ The Riverfront Park's central location and proximity to the downtown core will make it a public place where the whole community has an opportunity to interact. The plaza will provide physical spaces for community gatherings.

Positive effect on health

Greenspace positively affects emotional and physical well-being. There is research that measures the correlation between the risk of health problems to living near greenspace, and it has shown that living close to greenspace lowers the risk of heart disease, diabetes, chronic neck and back pain, asthma, migraines, depression and anxiety.⁹ Parks provide opportunities for people to engage in physical activity, which has been shown to lower claims against medical insurance and health care costs.¹⁰

Environmental Health – Park

Increase energy and materials use during construction period

The construction of the park infrastructure will consume natural resources, including gravel, concrete, and other materials. The construction equipment will generate greenhouse gasses and other emissions while it operates.

Reduce and treat stormwater runoff

Pervious surfaces and trees in parks can help infiltrate stormwater, thereby reducing stormwater management costs. This keeps it from entering the municipal stormwater system, which can reduce capital investments in stormwater infrastructure and operation and maintenance costs for the city. A 2007 study in Portland found that an average tree in an urban park in Portland processes 226 gallons of stormwater annually, providing the city \$6 in avoided stormwater management costs each year.¹¹ It is important to note that, in its current condition, the property is dominated by impervious surfaces and has no trees.

Reduce energy consumption

Trees influence the demand for energy at a local level, providing nearby structures shade in the summer and reducing the urban heat island effect.¹² This effect can reduce energy demand, which in turn lowers utility costs, improves air quality, and contributes fewer carbon emissions to the atmosphere.¹³ A 2007

⁸ Trust for Public Land. The Economic Benefits of Seattle's Park and Recreation System. March 2011.

⁹ Maas, J., R.A. Verheij, P.P. Groenewegen, et al. "Green Space, Urbanity, and Health: How Strong is the Relation?" *Journal of Epidemiology and Community Health* 60 (2006): 587-592.

¹⁰ Gies, E. *The Health Benefits of Parks*. The Trust for Public Land. 2006.

¹¹ Portland Parks and Recreation. Portland's Urban Forest Canopy: Assessment and Public Tree Evaluation. October. 2007.

¹² Earth Economics. Nature's Value: An Economic View of Eugene's Parks, Natural Areas, and Urban Forest. For the City of Eugene, Parks and Open Space Division.

¹³ Simpson, J.R. "Improved Estimates of Tree-Shade Effects on Residential Energy Use." *Energy and Buildings* 34 (2002): 1067-1076.

report in Portland found that an average street tree in Portland reduces the demand for electricity and natural gas, providing property owners about \$3 in energy savings each year.¹⁴ While the average park tree may not affect the energy demand for structures adjacent to a park, those that are positioned similar to street trees may provide similar benefits.

Enhance habitat in riparian area

The park will be developed along the edge of the Willamette River and it will be designed to improve the natural function of the riparian edge. Riparian areas support a wide variety of plants and wildlife, and the planned improvements will increase the health of the area.

Positive effect on air quality

The trees and other vegetation in the park will positively contribute to air quality in the region. Trees, in particular, capture gaseous air pollution and particulate matter. For example, a 2007 study of the value of parks in Portland found that trees in parks throughout Portland remove on average 462,662 pounds of air pollutants annually, providing benefits of more than \$500,000 per year in reduced healthcare costs.¹⁵

Economic Prosperity – Park

Increase costs for security and maintenance

A new 4-acre park will add to the City of Eugene's park inventory, which will increase the costs for operations and maintenance. The new park will also require public safety patrols to ensure it is a safe and inviting space for the community. EWEB has committed \$750,000 over a ten-year period to support operations and maintenance, but the park will be the City's responsibility in the long term.

Create jobs and income during construction period

Constructing the park will generate short-term jobs and associated income. Using an input-output model to estimate the number of jobs and income impacts associated with construction expenditures, City staff found that \$10 million in parks construction activity (which is consistent with current estimates for the cost of constructing the Riverfront Park and Plaza) generates about 60 jobs with an average annual wage of \$60,000. The construction activity will have ripple effects throughout the Lane County economy, generating an additional 50 jobs with an average annual wage of \$40,000. In total, the parks construction will generate approximately 110 jobs in Lane County.

Increase property values

A well-designed park creates a desirable space, and some households are willing to pay a premium to live near that park. An extensive literature review of the impact parks have on property values concluded that most studies conducted over the past four decades found that parks increase the value of property near those parks.¹⁶

Studies that focused on parks in city centers found that parks have a greater positive impact on nearby properties than parks in more suburban landscapes. A study in the Minneapolis-St. Paul metropolitan area found that the benefit of being close to a park is higher for residences closer to the central business

¹⁴ Portland Parks and Recreation. Portland's Urban Forest Canopy: Assessment and Public Tree Evaluation. October. 2007.

¹⁵ Portland Parks and Recreation. Portland's Urban Forest Canopy: Assessment and Public Tree Evaluation. October. 2007.

¹⁶ Crompton, J.L. 2001. "The Impact of Parks on Property Values: A Review of the Empirical Evidence." *Journal of Leisure Research* 33(1): 1-31.

district.¹⁷ One study showed that residents were willing to pay a premium of 15% for homes or apartments nearby a neighborhood park, and an additional 2% if the home also had a view of the park.¹⁸

These results indicate that a public park in the riverfront site will enhance property values. Developing the park before private development begins will create higher assessed values for the structures than if they were built before the park. This will increase property tax revenue to the City and other affected taxing districts.

Enhance tourism and transient room tax revenues

The development on the riverfront site will contribute to the community's overall identity as a visitor destination in a positive way. While staff do not expect the park will be a tourist attraction, it will enhance the appeal of our area for tourism. The park's proximity to major athletic venues, including Autzen Stadium and Hayward Field make it an obvious destination for visitors attending athletic events. The improved access for all transportation modes will ensure that the park will attract the visitors before and after the athletic events, enhancing the visitor experience. To the degree that the Eugene area increases its appeal as a visitor destination, the increased visitor spending will have a positive economic impact on the area as visitors purchase accommodations, entertainment, food, and miscellaneous purchases. Increased visits will increase hotel revenue, which will in turn yield increased revenues from the Transient Room Tax.

5.3 Bike Path

The Ruth Bascom Bike Path provides bicycle and pedestrian access along the Willamette River. The path exists at this time, but will be rebuilt in coordination with the Riverfront Park, the 5th Avenue connection, and the 8th Avenue railroad crossing. The rebuilt path will create a strong bike/pedestrian connection between the riverfront site and the downtown core.

Social Equity – Bike Path

Improve connectivity and access to riverfront and downtown core

The bike path will improve connectivity between the existing bike path system and the new housing and commercial development at the riverfront site and the downtown core. The improved connectivity will lower the time required to reach the different locations on bike or foot. The improvement will enhance the experience of pedestrians and bicyclists and reduce their travel time. This will increase the likelihood that individuals will choose to make trips on foot or bicycle, instead of using a car.

Increase opportunities to improve health

An improved bike path connecting the riverfront site to other parts of the community will increase the opportunity for residents to use the bike path and increase their physical activity. By decreasing the use of autos and increasing the use of bicycles, the improved bike network will have positive impacts on community health.

Physical inactivity is a well-documented risk factor for many of the most common health problems facing Americans, including obesity, heart disease, stroke, some cancers, diabetes and depression. In a report that examined bicycle programs on federal lands, the Federal Highway Administration reported that it is

¹⁷ Anderson, S.T. and S.E. West. 2006. "Open Space, Residential Property Values, and Spatial Context." *Regional Science and Urban Economics* 36(2006): 773-789.

¹⁸ Jim, C.Y. and W.Y. Chen. 2010. "External Effects of Neighborhood Parks and Landscape Elements on High-Rise Residential Value." *Land Use Policy* 27 (2010): 662-670.

estimated that 67% of U.S. adults age 20 years and over are overweight or obese and bicycling can be a good way to engage in regular physical activity.¹⁹

Environmental Health – Bike Path

Increase energy and materials use during construction period

The construction of the bike path will consume natural resources, including gravel and other materials. The construction equipment will generate greenhouse gasses and other emissions.

Decrease average miles driven, carbon emissions, and other auto-oriented pollutants

The bike path will improve connectivity and will increase the likelihood that individuals choose to make trips on foot or bicycle, instead of using a car, thereby reducing the number of miles driven by Eugene residents. This will result in lower per capita carbon emissions and other automobile emissions (including carbon monoxide, nitrogen oxides, sulfur oxide, and particulate matter).

Economic Prosperity – Bike Path

Create jobs and income during construction period

Constructing the bike path will generate short-term jobs and associated income. Using an input-output model to estimate the number of jobs and income impacts associated with construction expenditures, City staff found that for every \$1 million in path construction activity generates about 5 jobs with an average annual wage of \$61,000. The construction activity will have ripple effects throughout the Lane County economy, generating an additional 5 jobs with an average annual wage of \$42,200. In total, every \$1 million in path construction will generate approximately 10 jobs in Lane County.

Increase exposure to retail businesses

The bike path will connect to 5th Avenue and its associated commercial activity. It will also directly pass near commercial activity in the riverfront site, including the planned restaurant on the plaza. These commercial facilities stand to take advantage of pedestrians and bicyclists traveling along the path and choosing to stop at them. The existing bike path covers many miles, but very few retail services are directly available on the path. The riverfront site has the potential to be a destination for weekend and evening bicyclists, looking to combine a recreational ride with a meal along the Willamette River. A recent study conducted for the City of Eugene reviewed the potential economic impacts of proposed street-design change to South Willamette, making it more accessible to bicycles and pedestrians.²⁰ The study reported that bike and walk trips are associated with more frequent business patronage, but with smaller per-trip expenditures. A survey in the Portland metropolitan area found that cyclists spent more than drivers at restaurants, drinking establishments, and convenience stores, but motorists spent more than cyclists at supermarkets.²¹ These data indicate that retail goods and services in the riverfront site will benefit from the proximity of the bike path.

¹⁹ Gleason, Rebecca and Laurie Miskimins. *Exploring Bicycle Options for Federal Lands: Bike Sharing, Rentals and Employee Fleets*. Federal Highway Administration, Western Federal Lands Highway Division, Western Transportation Institute. FHWA-WFL/TD-12-001. January 2012.

²⁰ ECONorthwest. "South Willamette Street Redesign: Economic Literature Review" memorandum for the City of Eugene, February 28, 2014.

²¹ Clifton, Kelly et al. "Consumer Behavior and Travel Mode Choices" Oregon Transportation Research and Education Consortium. 2013. As cited in ECONorthwest. "South Willamette Street Redesign: Economic Literature Review" memorandum for the City of Eugene, February 28, 2014.

5.4 Quiet Zone

The purpose of the Quiet Zone (QZ) is to eliminate the routine sounding of train horns at 10 downtown railroad crossings to increase neighborhood livability and downtown redevelopment potential, including at the Downtown Riverfront site. In the absence of a QZ, the Federal Railroad Administration (FRA) has the following requirements:

- Train horns must be sound 15 to seconds prior to and until a train reaches a crossing.
- The horn should not be sounded greater than a quarter-mile in advance of a grade crossing.
- The minimum sound level of the horn is 96 decibels (dBA), 100 feet in front of the train in its direction of travel.
- The maximum sound level is 110 dBA.

For context, audible communication usually ceases when background noise exceeds 90 dBA.

City Council and the Agency Board approved the crossing standards May 10, 2017 and funding sources on February 26, 2018 that are included in the FY19 Proposed Budget. The 10 railroad crossings that need to be altered in some way to meet the FRA's QZ requirements before the FRA will allow a QZ in the area are:

- **8th Avenue Crossing.** Add center-line medians on both sides of the railroad crossing, construct a roundabout on EWEB's property. The roundabout will provide access to both the Downtown Riverfront property and the University of Oregon property while maintaining the needed separation from the railroad crossing.
- **High Street Crossing.** High Street is a major collector street at the railroad crossing. Install an additional two crossing gates to create a quad-gate crossing system to fully close the crossing during the time a train occupies the crossing.
- **Pearl Street Crossing.** Pearl Street is a major collector street at the railroad crossing. Install an additional two crossing gates to create a quad-gate crossing system and a pedestrian gate to fully close the crossing during the time a train occupies the crossing.
- **Remaining 7 RR Crossings.** The safety measures at the remaining crossings include a mix of supplemental safety measures.

Social Equity – QZ

Increase safety at railroad crossings

To establish a QZ, railroad crossings must have supplemental safety measures (SSMs). The SSMs include constructing medians, installing quad gates, or converting streets to one-way traffic to preclude motorists from entering a rail crossing when a train is about to occupy the crossing. The supplemental safety measures at the crossings will maintain the safety of the crossing while allowing the silencing of the routine train horns.

Improve access to riverfront site

Reconstructing the 8th Avenue crossing to improve the connection of the Downtown Riverfront site to the existing street system will greatly improve access to the Willamette River and the proposed public park. The reconstructed crossing will include a roundabout that will allow access to both the Downtown Riverfront property and the University of Oregon property and will enhance the connectivity of the riverfront to downtown for bicyclists and pedestrians. The 8th Avenue crossing is one part of an expanded road system, and it will create new connection to the River in the urban core. All members of the community will experience improved access to the whole site, the new public park, and the river.

Diminish noise

Implementing a QZ will reduce noise levels throughout the community. The FRA has modeled how train horn sound dissipates from its source. The model shows that speech interference can begin to occur approximately 7,000 feet (1.3 miles) from the track when the train horn is sounding. People, outside and closer than 1,500 feet from the track, may have to shout to be heard.²²

Improve health

Reducing the noise level will positively impact individuals who work or live within the impacted area. Some effects identified by researches include decreased performance on cognitive tasks, hearing loss, speech interference, and sleep disturbance. Research has also shown that negative cardiovascular effects are associated with long-term exposure to daily equivalent sound levels greater than 65 dBA and transportation noise is believed to accelerate and intensify the development of latent mental disorders.²³

Environmental Health – QZ

Increased energy and materials use during construction period

The construction of the infrastructure will consume natural resources, including concrete, steel, and other materials. The construction equipment will generate greenhouse gasses and other emissions while it operates.

Implement management of contaminated MGP site

The planned roundabout to the east of the 8th Avenue crossing is designed to lie on top of a highly contaminated area known as the “MGP site”. The land is owned by EWEB and is not part of the redevelopment site land purchased by the Agency. It was once the site of a manufactured gas plant (MGP) and that industrial activity left contamination in the soil. DEQ has approved a management plan for the site that involves capping the soil, so that the contamination does not migrate and humans and animals are not exposed to it. The road infrastructure that makes up the roundabout may be constructed over the cap. The site will be capped, and incorporating it into the planned road infrastructure allows it to become a useful part of the area’s transportation infrastructure.

Economic Prosperity – QZ

Create jobs and income during construction period

Constructing the crossing will generate short-term jobs and associated income. Using an input-output model to estimate the number of jobs and income impacts associated with construction expenditures, City staff found that the \$3.7 million to construct the Quiet Zone infrastructure will generate about 15 jobs with an average annual wage of \$61,000. The construction activity will have ripple effects throughout the Lane County economy, approximately generating an additional 20 jobs with an average annual wage of \$42,000. In total, the Quiet Zone construction will generate about 35 jobs in Lane County.

Provide essential access to riverfront site

Reconstruction of the 8th Avenue crossing so that the Downtown Riverfront site is connected to the existing street system is essential to the success of the development project. Without improved access, the

²² Redden, John W.P., P.E. “Is Train Horn Noise a Problem in Your Town” *APWA Reporter*. September 2005.

²³ Lee, Cynthia S.Y. and Gregg G. Fleming. *General Health Effects of Transportation Noise*. US Department of Transportation, Research and Special Programs Administration, John A. Volpe National Transportation Systems Center. June 2002.

site cannot become an integrated part of the city and its urban core and development of the full site cannot occur.

Reduce construction costs of development

In the absence of a QZ, there is evidence that development may not occur on the Downtown Riverfront site. For example, the U.S. Department of Housing and Urban Development (HUD) may not allow the use of its funds for affordable housing. As part of the environmental review required by HUD to use Community Development Block Grant (CDBG) funds, the City has to identify areas of 'problem' noise. Anything over 65 dBA is considered a problem and must be mitigated. For sound levels exceeding 75 dBA, HUD encourages the developer to seek a different location. Sound mitigation efforts include triple-glazed windows and thicker walls. These mitigation efforts create higher construction costs, and the costs can increase so much that rents cannot cover them. Affordable housing is unlikely to be financially feasible on this site without improvements associated with the QZ.

Mitigation costs may be an issue for other development types, including market-rate housing and commercial structures. To mitigate the high level of sound, the construction costs will increase. It is likely that rents in the Eugene market will not be able to be high enough so that the rent covers the higher construction costs. The increased costs of noise mitigation will make development financially infeasible. The lack of high-decibel train horns will eliminate need for highly sound-resistant windows and walls, thereby lowering construction costs.

5.5 Enhanced Pedestrian Environment

The WDA concept plan for redevelopment includes an enhanced pedestrian environment that connects the Downtown Riverfront area to 5th Avenue and 8th Avenue. The sidewalks will include enhanced pedestrian features and green infrastructure, so that the overall development offers a high quality urban experience. Viaduct open space is to be developed by WDA as a public amenity – privately owned but open to the public. The ultimate use is not finalized but some type of athletic courts or a dog park have been discussed.

Social Equity – Pedestrian Environment

Enhance the public experience

The enhancements to basic transportation infrastructure will make the area more visually appealing and make it a desirable location. Because the sidewalks, roads, and surrounding landscaping are in the open, all members of the community will enjoy the higher quality infrastructure. In addition, the wider sidewalks will make it easier to navigate the area for individuals with impaired mobility.

Positive effect on health

The enhancements are expected to include small greenspaces with natural landscaping. Greenspace positively affects emotional and physical well-being. There is research that measures the correlation between the risk of health problems to living near green space, and it has shown that living close to greenspace lowers the risk of heart disease, diabetes, chronic neck and back pain, asthma, migraines, depression and anxiety.²⁴

²⁴ Maas, J., R.A. Verheij, P.P. Groenewegen, et al. "Green Space, Urbanity, and Health: How Strong is the Relation?" *Journal of Epidemiology and Community Health* 60 (2006): 587-592.

Environmental Health – Pedestrian Environment

Reduce and treat stormwater runoff

The landscaping throughout the Downtown Riverfront site will be designed to reduce stormwater runoff and filter runoff through bioswales. These stormwater enhancements will reduce the amount of impervious surface on the property and represent potential stormwater management cost savings for the City. The existing site has a total of 16.4 million gallons of stormwater runoff annually, and the greenspace in combination with the park will reduce runoff by an estimated 19% to 65%.

Reduce energy consumption

Trees influence the demand for energy at a local level, providing nearby structures shade in the summer and a barrier to wind in the winter. Both effects can reduce energy demand, which in turn lowers utility costs, improves air quality, and contributes fewer carbon emissions to the atmosphere. The effectiveness of a tree to reduce energy consumption depends on its proximity and position relative to a structure. Trees nearby structures on south-facing exposures typically provide greater levels of benefits than trees more distant from structures, or on north-facing exposures.²⁵ A 2007 report in Portland found that an average street tree in Portland reduces the demand for electricity and natural gas, providing property owners about \$3 in energy savings each year.²⁶

Positive effect on air quality

The trees and other vegetation in the landscaped areas will positively contribute to air quality in the region. Trees, in particular, capture gaseous air pollution and particulate matter. For example, a 2007 study of the value of parks in Portland found that trees in parks throughout Portland remove on average 462,662 pounds of air pollutants annually, providing benefits of more than \$500,000 per year in reduced healthcare costs.²⁷

Economic Prosperity – Pedestrian Environment

Enhance financial viability

The enhanced public infrastructure will create a sense of place that makes the riverfront site a desirable location. The more desirable the site becomes, the more likely that the development will be financially successful and achieve full buildout.

5.6 Historic Preservation of Steam Plant

The Downtown Riverfront site includes the former Steam Plant, although it is not part of the WDA redevelopment. At this time, the UR Agency is seeking to transfer ownership and/or site control to a private party through a public process. The Agency issued a Request for Qualifications in May 2018 and hopes to identify a private party willing to repurpose the structure into an active use that complements the WDA redevelopment and Riverfront Park.

At this time, no public dollars have been committed to the Steam Plant.

²⁵ Simpson, J.R. "Improved Estimates of Tree-Shade Effects on Residential Energy Use." *Energy and Buildings* 34 (2002): 1067-1076.

²⁶ Portland Parks and Recreation. 2007. Portland's Urban Forest Canopy: Assessment and Public Tree Evaluation. October.

²⁷ Portland Parks and Recreation. 2007. Portland's Urban Forest Canopy: Assessment and Public Tree Evaluation. October.

Social Equity – Steam Plant

Enhance cultural identity

Adaptive reuse of the historic Steam Plant will preserve an important part of Eugene's past. Built structures are a tangible representation of history in a place. By preserving the historic structure, the community is able to share the spaces in which earlier generations lived and worked. Older structures are part of a community's history and preserving them enhances the City's cultural identity.

Environmental Health – Steam Plant

Conserve existing resources

Restoration and redevelopment may consume less energy than demolition and new construction, and preservation continues to use the value of past energy investment. Demolition and new construction not only consume present-day energy, but negates and wastes the past energy investment made in a building.

Economic Prosperity – Steam Plant

Cost of rehabilitation may exceed economic value of the structures

The full cost of rehabilitating the Steam Plant is not known. It is possible, however, that the cost of rehabilitation will exceed the economic value of the structures. The true value of rehabilitation is how the cultural value of the older structures enhance the overall Downtown Riverfront site and help to make the place a unique part of the community.

5.7 Affordable Housing

In Eugene, many individuals and families struggle to find housing they can afford. Approximately 60% of Eugene households pay more than 30% of their income on housing.²⁸ The City of Eugene works to create a range of stable, safe, and affordable housing opportunities for area residents. Eugene programs provide financial and regulatory incentives for the development of permanent, transitional and emergency housing developed by partner organizations.

The WDA concept plan includes a site for an affordable housing development. WDA will not purchase that portion of the site, instead the Agency would transfer the land to a qualified affordable housing developer.

At this time, the Agency has not identified expected costs for affordable housing. Potential funding sources include:

- Federal Low Income Housing Tax Credits
- State of Oregon Tax Credits
- Riverfront Urban Renewal
- HUD's HOME Investment Partnerships Program funds
- HUD's CDBG funds
- System Development Charge waivers
- Low Income Rental Housing Property Tax Exemption (LIRHPTE)

²⁸ U.S. Census Bureau. American Community Survey, 2007-2011.

Social Equity – Affordable Housing

Increase location choices for low-income households

Current residents of affordable housing in the community have indicated that they have diverse preferences about housing locations.²⁹ Affordable housing in the riverfront site will create opportunities for low-income households to live within walking distance to the Willamette River, the downtown core, Lane Community College, and the University of Oregon. The site will offer proximity to employment centers, retail goods and services, views of the river, and recreational activities that are not currently available in Eugene.

Reduce dependency on automobiles

Housing in the Downtown Riverfront site will provide households the opportunity to live close to two major employment centers and a range of goods, services, educational, recreational, and cultural opportunities. Households living in existing affordable housing developments in the downtown core—the Aurora and West Town on 8th—rely on automobiles much less than households living in other parts of the community. Two-thirds of commuters living in downtown affordable housing projects travel by bus, bike or walk, a significantly higher portion than 20% of all commuters in Eugene.³⁰ Proximity to major employment centers and transit hubs is particularly valuable to low-income households. If they can get to work (and other activities) without a car, they may choose to not own a car, eliminating the cost of car ownership.

Reduce commute times

Housing in the urban core reduces average commute times for its residents. Across Eugene, 20% of commuters have a commute time of less than 10 minutes, but 25% of commuters in existing downtown affordable projects have a commute time of less than 10 minutes.³¹

Provide access to goods and services

Many forms of federal and state funding for affordable housing require access to key facilities, such as a grocery store. New affordable housing on the Riverfront site will have convenient access to the farmers market and grocery stores. In addition, the new development is close to LCC's downtown campus, recreational possibilities at the new riverfront park, and good access to the bike path. A 2014 study initiated by the Lane Livability Consortium assessed the issues of access, equity, and opportunity of affordable housing residents. The study found that many affordable housing residents experience a lack of access to nutritious food and safe places to exercise.³² New affordable housing in the riverfront site will provide increased opportunity to for its residents to address those issues.

²⁹ St. Vincent de Paul Society of Lane County, Inc., Housing and Community Services Agency of Lane County, and Metropolitan Affordable Housing Corporation. *Assessment of Equity and Opportunity for Affordable Housing Residents*. For Livability Lane. January 2014.

³⁰ City of Eugene, Planning and Development Department. *Sustainability and Affordable Housing*. June 2007. To show the different impacts, staff used previously existing affordable developments in the City of Eugene. The two developments that most closely resemble the expected development in the riverfront site are the Aurora building (at 11th Avenue and Oak) and West Town on 8th (on 8th Avenue between Charnelton and Lincoln). The Aurora building has the highest density, at 245 units per acre and West Town has 107 units per acre. To show the impacts, staff average the numbers that describe these two buildings.

³¹ City of Eugene, Planning and Development Department. *Sustainability and Affordable Housing*. June 2007.

³² St. Vincent de Paul Society of Lane County, Inc., Housing and Community Services Agency of Lane County, and Metropolitan Affordable Housing Corporation. *Assessment of Equity and Opportunity for Affordable Housing Residents*. For Livability Lane. January 2014.

Improved standard of living positively affects health

Quality affordable housing creates positive health outcomes for many reasons. Low quality housing has problems which negatively affect health, such as lead paint, mold and mildew, cockroach infestations, and other factors. In addition, poor quality housing (and uncertainty regarding housing options) can impact mental health conditions. High housing costs can lead to budget trade-offs that shortchange health care.³³ Affordable housing also helps low-income individuals escape domestic violence.³⁴

Environmental Health – Affordable Housing

Increase energy and materials use during construction period

The construction of new buildings will consume natural resources, such as wood, steel, and other materials. The construction equipment will generate greenhouse gasses and other emissions.

Decrease average miles driven, carbon emissions, and other auto-oriented pollutants

As described in Section 5.1 (impacts of the Overall Development of the Site), dense, mixed-use development near the downtown and University of Oregon will increase housing opportunities within close proximity to employment and retail services, decreasing average miles driven per Eugene resident, and associated automobile emissions and carbon footprint.

Economic Prosperity – Affordable Housing

Create jobs and income during construction period

Constructing new affordable housing will generate short-term jobs and associated income. Using an input-output model to estimate the number of jobs and income impacts associated with construction expenditures, City staff found that every \$1 million in multi-family residential construction activity generates about 5 jobs with an average annual wage of \$61,000. The construction activity will have ripple effects throughout the Lane County economy, approximately generating an additional 10 jobs with an average annual wage of \$46,000. In total, every \$1 million in multi-family residential construction will generate about 15 jobs in Lane County.

Increase consumption spending

Reducing housing costs for low-income households directly increases consumption spending for those households. The household income is so low that they typically do not direct the funds into savings; the savings from reduced housing costs are immediately spent on other basic items.

Varying impact on property values

Academic research has measured the impact new affordable housing developments have on values of surrounding property, but the research has found that impacts differ across programs and circumstances. A review of previous studies found that affordable housing can have a negative effect on nearby property values, but design and management of the affordable housing can limit that impact.³⁵ The empirical

³³ Mueller, E.J., and J.R. Tighe.. "Making the Case for Affordable Housing: Connecting Housing with Health and Education Outcomes." *Journal of Planning Literature* 21 (371). 2007.

³⁴ Martin, E.J. and N.S. Stern. "Domestic Violence and Public and Subsidized Housing: Addressing the Needs of Battered Tenants through Local Housing Policy." *Journal of Poverty Law and Policy*. January-February 2005.

³⁵ Nguyen, M.T. "Does Affordable Housing Detrimentially Affect Property Values? A Review of the Literature." *Journal of Planning Literature* 20 (15). 2005.

evidence indicates that five key factors influence the effect affordable housing has on nearby property values.³⁶

- The physical appearance of affordable housing can affect the appeal of a community. Unattractive or unkempt buildings may harm a community, while attractive and well-maintained buildings may enhance a community.
- The development of affordable housing may signal to developers an area is viable and attract additional investment.
- New housing will lead to increased population. An increase in population can make local streets safer and promote commercial activity.
- Affordable housing may lead to a more stable population, since residents of subsidized housing tend to live in units for longer periods of time.
- Affordable housing often replaces abandoned buildings or vacant lots. This can make neighborhoods safer and more attractive. On the other hand, subsidized housing could replace a desirable use, such as a park or open space.

This research indicates that by carefully selecting the locating and incorporating good project design, affordable housing can have a positive impact on nearby property values. The existing affordable projects in downtown Eugene have enhanced the overall viability of development in downtown. The projects are visually appealing and have brought residents to the area. If the affordable housing development in the Downtown Riverfront site is similar in quality to the recent downtown projects, it should positively impact nearby property values. t

³⁶ Schwartz, Ellen, Voicu, and Schill. Cited by Ellen, I.G. "Spillovers and Subsidized Housing: The Impact of Subsidized Rental Housing on Neighborhoods." Joint Center for Housing Studies, Harvard University. RR07-3. March. 2007.

EUGENE CITY COUNCIL AGENDA ITEM SUMMARY



Work Session: Initiation of Processes for Downtown Riverfront Land Use Code Amendments and Infrastructure

Meeting Date: July 9, 2018
Department: Planning and Development
www.eugene-or.gov

Agenda Item Number: 3
Staff Contact: Denny Braud
Contact Telephone Number: 541-682-8817

ISSUE STATEMENT

This work session is connected to the prior work session of the Urban Renewal Agency Board on the proposed redevelopment of the Downtown Riverfront redevelopment site by Williams/Dame & Associates. If council (acting as the Agency Board) approves the proposed terms, then council is asked to consider initiating two processes that are needed to make the proposed redevelopment a reality: (1) initiating the process for land use code amendments; (2) initiating the process for construction of the site's infrastructure.

BACKGROUND

On January 31, 2018, Williams/Dame & Associates made a presentation to the Agency Board on a redevelopment concept plan for the downtown riverfront site. That plan proposes a hotel, market rate housing, an affordable housing project, commercial (including retail and at least one restaurant), open space, and a public plaza. The plan also includes construction of a street network providing multiple access paths to the river and through the site.

In order to make the concept plan a reality, a number of actions need to be accomplished, several of which occur as part of multi-part processes that will provide additional opportunities for public involvement and action by council. At this work session, council is asked to consider initiating two of those processes.

Initiation of a Land Use Code Amendment Process

The concept plan presented by WDA is consistent with the intent and goals of the EWEB Master Plan, but some of the details are different. For example, the proposed concept plan extends 5th Street all the way to the river, establishing both a view corridor and pedestrian/bicycle path to the river. Also, the main street through the site has been relocated to be adjacent to the railroad tracks, land which could not be redeveloped anyway because of the major EWEB utilities located beneath the surface. To make the concept plan a reality, it will be necessary to amend the land use code.

Council is asked to initiate the process for council and Planning Commission to consider making the necessary changes to the land use code and plan. This action would only initiate that process; the action would not be approving those changes. If council approves this action, then the necessary amendments would be drafted and presented to the Planning Commission. The public would have an opportunity to testify at a public hearing before the Planning Commission, followed by the Planning Commission making a recommendation to council. The public then would have an opportunity to testify at a public hearing before council, and council then could decide whether to approve the amendments.

The following motion is the action being requested at this time:

I move that council initiate the process for the Planning Commission and council to consider land use code and plan amendments to enable the development of the downtown riverfront consistent with the concept plan presented by Williams/Dame & Associates.

Initiation of Infrastructure Process

Council is asked to consider two actions related to starting the process for construction of the infrastructure: (a) initiating the process for creating a local improvement district; and (b) authorizing the City Manager to negotiate and enter into a contract for WDA to manage the design and construction of the infrastructure, subject to the supervision and approval of City staff.

LID Process: Section 7.160 of the Eugene Code authorizes council to create a LID to finance a local improvement for a particular geographic part of the city. In short, council creates the LID, the City constructs the local improvement, and the costs of that local improvement are generally paid for by the properties located within the LID boundary (which council previously identified).

The first step in the LID process is for council to “initiate consideration of a proposed local improvement” (Section 7.160(5)). Council can initiate the process by motion. If the council passes such a motion (see below), then the City Engineer will prepare a report for council pursuant to section 7.160(6) that contains the following information: (a) a map showing the local improvement and the properties within the LID; (b) a list of all properties in the district; and (c) an estimate of the total cost of the proposed local improvement, and a breakdown showing the estimated amount/percentage each parcel will be responsible for paying. Following council’s consideration of this information, council can choose to move forward with the local improvement; modify the proposed improvement; ask for additional information; or decide not to move forward with the proposed improvement.

The following motion is recommended in order to initiate this process:

I move that council initiate consideration of a proposed local improvement district for the downtown riverfront redevelopment site, consistent with the concept plan presented by Williams/Dame & Associates, and direct the City Manager to return to council with the report described in section 7.160(6) of the Eugene Code, so that council can determine whether to proceed with the local improvement district.

Project Management Contract: Section 2.1425(1) of the Eugene Code and ORS 279B.085(4) authorize council to approve a different process for entering into certain types of contracts than the typical public bidding process. In 2014, council approved alternate processes for approximately 20 different classes of contracts. Council is now being asked to consider authorizing the City Manager under section 2.1425(1) to negotiate and execute a contract with WDA to manage the infrastructure process and related actions (such as the submission of the subdivision application for the creation of the public rights-of-ways and parcels).

In order to grant the City Manager the requested authorization, council must find that the direct negotiation with WDA:

- (a) Is unlikely to encourage favoritism in the awarding of public contracts generally or to substantially diminish competition for public contracts; and
- (b) Is reasonably expected to result in substantial cost savings to the City or the public.

For the reasons described in Attachment A, council can make the above findings.

If the council makes the above findings and authorizes the City Manager to directly negotiate and execute a contract with WDA, public notice of the council's decision must be given at least seven days before the contract is awarded. Additionally, a person who is adversely affected may protest the council's decision within seven days after the public notice is posted.

The following motion will allow the City Manager to negotiate and execute a contract with WDA to manage the infrastructure project and related items:

Pursuant to section 2.1425(1) of the Eugene Code, I move that council authorize the City Manager to negotiate and execute a contract with Williams/Dame & Associates for the management of the downtown riverfront redevelopment site infrastructure project, including related items such as the submission of the subdivision application.

CITY COUNCIL OPTIONS

1. Approve initiating the process for amending the land use code and plan;
2. Approve initiating the process for creating an LID for the construction of the infrastructure;
3. Authorize the City Manager to negotiate and execute a contract with WDA for the management of the infrastructure project;
4. Decline to initiate one or both of the processes, and/or decline to authorize the City Manager to negotiate and execute the management contract;
5. Postpone until another council meeting action on one or more of the motions.

CITY MANAGER'S RECOMMENDATION

The City Manager recommends approval of each of the three motions.

SUGGESTED MOTIONS

1. I move that council initiate the process for the Planning Commission and council to consider land use code and plan amendments to enable the development of the downtown riverfront consistent with the concept plan presented by Williams/Dame & Associates.
2. I move that council initiate consideration of a proposed local improvement district for the downtown riverfront redevelopment site, consistent with the concept plan presented by Williams/Dame & Associates, and direct the City Manager to return to council with the report described in section 7.160(6) of the Eugene Code, so that council can determine whether to proceed with the local improvement district.
3. Pursuant to section 2.1425(1) of the Eugene Code, I move that council authorize the City Manager to negotiate and execute a contract with Williams/Dame & Associates for the management of the downtown riverfront redevelopment site infrastructure project, including related items such as the submission of the subdivision application.

ATTACHMENTS

- A. Findings in support of alternate public contracting process under Section 2.1425(1)

FOR MORE INFORMATION

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FINDINGS IN SUPPORT OF ALTERNATE PUBLIC CONTRACTING PROCESS
UNDER SECTION 2.1425(1) OF THE EUGENE CODE

Section 2.1425(1) of the Eugene Code and ORS 279B.085(4) (and Eugene Administrative Rule 137-047-0285) authorize council to approve a different process for entering into certain types of contracts than the typical public bidding process. In 2014, council approved alternate processes for approximately 20 different classes of contracts. Council is now being asked to consider approving a contracting procedure that would authorize the City Manager under section 2.1425(1) to negotiate and execute a contract with Williams/Dame & Associates (WDA) for certain services, namely to manage the public infrastructure process and related work (such as the submission of the subdivision application for the creation of the public rights-of-ways and parcels).

In order to grant the City Manager the requested authorization for a contract-specific special procurement, council must find that the direct procurement of services from WDA:

- (a) Is unlikely to encourage favoritism in the awarding of public contracts generally or to substantially diminish competition for public contracts; and
- (b) Is reasonably expected to result in substantial cost savings to the city or the public.

Description of Services and Circumstances. The construction of new public infrastructure improvements within the downtown riverfront site involves a number of interrelated activities including the following:

- Submittal of lot line adjustments and subdivision applications to create the parcels identified in the proposed conceptual plan presented to the city council
- Assessment of existing structures to be demolished and completion of any necessary mitigation prior to demolition
- Design and construction documents for the necessary infrastructure improvements, including streets and relocated utilities
- Coordination with EWEB of utility relocation work
- Enrollment in DEQ's voluntary cleanup program and consultation with DEQ to ensure all demolition, mass grading and infrastructure construction is performed in a way that meets DEQ requirements
- Management of the actual construction work, including demolition, utility relocation, mass grading, and street construction

The preliminary estimate of the infrastructure work is approximately \$15.5 million. The infrastructure cost will be allocated so that WDA, as the purchaser of certain parcels that are currently owned by the urban renewal agency, will pay for 50% of that infrastructure cost, with the other 50% paid for the agency or other entities to whom the agency transfers any of the parcels not sold to WDA (for example, the Steamplant and the affordable housing (lot 10a) sites). The public infrastructure will be constructed in advance of any

development on the adjacent parcels to be purchased by WDA or another entity, however the cost will have already been allocated to the land being sold.

Special Procurement Unlikely to Encourage Favoritism and Reasonably Expected to Result in Substantial Cost Savings. Contracting directly with WDA to manage the public infrastructure and related work (such as preparing applications for lot line adjustments and the subdivision) is consistent with the criteria in section 2.1425(1) for several reasons.

- First, this circumstance is unique and therefore will not encourage favoritism in the awarding of public contracts generally. WDA will be purchasing or will be part of entities purchasing 12 of the parcels to be created through the lot line adjustments and subdivision, comprising approximately 50% of the total acreage of the redevelopment site. In addition to the approximately \$7.75 million WDA is expected to pay toward the infrastructure cost, WDA expects to spend about \$100 million in the private redevelopment of the multiple separate and distinct vertical developments on the site, each to be undertaken with separate private contractors. WDA must be able to assure potential investors (in WDA's vertical redevelopment projects) that the demolition, utility relocation, and infrastructure construction will occur on time and on budget, and in a way that does not create any new environmental risks. WDA needs to be involved in the management of the infrastructure and related work and is therefore uniquely incentivized to properly manage the public infrastructure project.
- Second, WDA is uniquely qualified, having managed just this type of project in just this type of site. For example, WDA managed the infrastructure work in the South Waterfront project in Portland. That several block area, like the riverfront site, had been contaminated, was being developed by multiple owners, and was located near the river. WDA has the experience to provide quality project management that will result in the creation of the public infrastructure which will be needed on the land the agency purchased from EWEB regardless of the ultimate vertical developer.
- Third, it is likely that contracting with WDA to manage this work will result in substantial cost savings for the city and agency. As noted above, WDA will be paying 50% of the cost of the infrastructure and related work. WDA also will be spending upwards of \$100 million developing the parcels it will be purchasing, and consequently, needs the quality of infrastructure and related work to be of very high quality. No other project management company can have the same incentive that WDA will have to keep the costs down but the quality high. Since the agency and city will be responsible for some percentage of that infrastructure work, WDA's incentive to keep costs low will save the agency and city funds.